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*Team or Company Name:*

Customer Model Canvas for Social Enterprise

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| --- | --- | --- | --- | --- | --- |
| *Customer Segments*   * Who are the people who will buy your product / service?   (Age, living in a city/village, family status, sex, education etc.)   * Where does he/she get information from? * On what basis do they make purchase decisions? * Are they looking for comfort and convenience or escape from discomfort or want to solve a problem? * Who are they spending time with? * What kind of people surround them? * What lifestyle do they lead?   What are the needs of your customers? | *Product / Service & its Value Proposition*   * What are the features of your product / service? * What is the core of your product / service? * Of what elements does your product / service consist of? * What do you offer, that is different from other products / services? * Is your product / service innovative? | *Resources & Logistics*   * What resources will you need? * Through which channels will your customers want to be reached? * Who will be your strategic logistic partners? * What will be your distribution channels? | | *Competitors*   * Who are your direct competitors? * Who are your indirect competitors? * How your competitors fulfill customer needs?   What is your USP (unique selling proposition)? | *Marketing & Communication*   * What will be your price ranges? * How will you reach your customers with your story? * What communication channels will you use? * How will you present your story? * What type of relationship does each customer segment expect? |
| *Cost Structure*   * What are the major cost drivers? (People, production, distribution, design, materials, technology… etc.) | | | *Revenue Streams*   * For what value are your customers willing to pay? * What are the sources of revenue? * What and how will the customers pay? * Will you offer a donor package? | | |

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