

PURPOSE

Why our organisation exists beyond financial gain

MISSION

What our organisation does to realise its purpose

KEY ACTIVITIES

KEY METRICS

SOCIAL & ENVIRONMENTAL IMPACT +/-

How will we know if our solution is on track to having a positive impact? e.g. Theory of Change, SDGs and IRIS+ (GIIN) indicators.

VALUE PROPOSITION

How does our solution address the top three problems/needs for customers and/or beneficiaries?

SOLUTION

WHO WE SERVE

TOP THREE PROBLEMS

For our customers and/or beneficiaries

KEY RESOURCES & PARTNERS

UNINTENDED CONSEQUENCES +/-

How will we know if our solution is having positive or negative impact? How can we enhance or scale this benefit across our product? or How can we redesign or adjust our product to prevent or mitigate it?

CUSTOMER BEHAVIOUR

How will we know if our solution is working? What activities are we measuring?

What are the top three things that we offer to customers and/or beneficiaries?

WHO IS THE CUSTOMER?

A person or organisation who is willing to pay us for our solution.

COST STRUCTURE

What are our biggest expenditures? What are our fixed and variable costs?

REVENUE STREAMS / FUNDING

How will we sustain this venture?

CHANNELS / DELIVERY

How will we communicate and reach our customers to deliver our Value Proposition? Who might influence the buying decisions of our customers?

WHO ARE THE BENEFICIARIES?

A person or organisation who benefits from using our product or service, though they might not be the one to pay for it.

What key resources do we need to deliver our solution? Who are the essential groups we will need to involve? e.g. staff, partners, experts, tech.



IMPACT VENTURE CANVAS v.3.0

aka: Social Venture Canvas

Download from: www.impactventurecanvas.com

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