

PURPOSE

Why our organisation exists

MISSION

What our organisation does to realise its purpose

IMPACT AND EFFECTS

How will we know if our solution is on track to having a positive impact? What are the actions, behaviours and leading indicators we are measuring? e.g Use a Theory of Change, Logic Model with indicators such as SDGs or IRIS+ (GIIN)

UNINTENDED CONSEQUENCES +/-

How will we know if our solution is having a positive or negative impact? How can we scale the positive and adjust the solution to prevent any negative impact? e.g Use Consequence scanning, Tarot Cards of Tech, Ethical Explorer or the Futures Wheel.

KEY ACTIVITIES

KEY RESOURCES & PARTNERS

What key resources do we need to deliver our product, service, intervention or policy (Solution)? Who are the essential groups we will need to involve? e.g. staff, partners, experts, tech.

VALUE PROPOSITION

How does our solution address the top three problems/needs for funders or customers or beneficiaries? Use a Value proposition canvas

CHANNELS / DELIVERY

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

REVENUE STREAMS / FUNDING

How will we sustain this venture?

SOLUTION

What do we offer to funders, customers and/or beneficiaries? What is your unfair advantage?

COST STRUCTURE

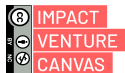
What are our biggest expenditures? What are our fixed and variable costs?

WHO WE ASSIST

TOP THREE PROBLEMS
For our customers and beneficiaries or funders

WHO IS THE CUSTOMER?
A person or organisation who is willing to pay us for our solution.

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.



IMPACT VENTURE CANVAS v.3.1
aka: Social Venture Canvas

Download from: www.impactventurecanvas.com
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