



SOCIAL NEED

What social need are you targeting and what are your missions?

PARTNERS

Which strategic partnerships are essential to the project?

ACTIVITIES

How are you going to implement this project? What are the key activities?

RESOURCES

What resources do you need?

VALUE PROPOSITION

How are you going to respond to the social issues you are targeting? With what products and services?

CUSTOMER RELATIONSHIP

Who are your beneficiaries? What are their needs, strengths and aspirations?

CHANNELS

Who will receive your offer? How will you sell it? Which distribution channels?

BENEFICIARY

CUSTOMERS

COST STRUCTURE

What are the costs involved in your project?

REVENUE STREAMS

What are your sources of income? How much does each type of income contribute to your overall income?

SOCIAL OR ENVIRONMENTAL IMPACT

What are the short, medium and long-term results for your beneficiaries or for society as a whole? What monitoring indicators could you put in place from the start of your project to track its progress?