




## Social Lean Canvas Business Plan



All the thinking and planning you have been doing will be valuable when you come to write a business plan for your venture. A business plan for a social enterprise also needs to have your organisational purpose (or mission) and the impact you are wanting to have, at the forefront.

Identify the change (or outcomes) you want to see and for whom, from a short-medium-and long-term perspective. How might you bring that about?

 Have a go at filling in the Social Lean Canvas business plan below

<b>PURPOSE</b>			<b>IMPACT</b>	
<p><b>PROBLEM</b> List your customer's top three problems</p>	<p><b>SOLUTION</b></p>	<p><b>UNIQUE VALUE PROPOSITION</b> Single, clear, compelling message that turns an unaware visitor into an interested prospect</p>	<p><b>UNFAIR ADVANTAGE</b> Something that can not be easily copied or bought</p>	<p><b>CUSTOMER SEGMENTS</b> List your target customers and users</p>
<p><b>EXISTING ALTERNATIVES</b> List how these problems are solved today</p>	<p><b>KEY METRICS</b> List the key numbers that tell you how your business is doing</p>	<p><b>HIGH-LEVEL CONCEPT</b> List your X for Y analogy (e.g. YouTube = Flickr for videos)</p>	<p><b>CHANNELS</b> List your path to customers</p>	<p><b>EARLY ADOPTERS</b> List the characteristics of your ideal customers</p>
<p><b>COST STRUCTURE</b> List your fixed and variable costs</p>			<p><b>REVENUE STREAMS</b> List your sources of revenue</p>	