

Social Impact Canvas

<p>Unintended Consequences <i>Potential negative effects from using your solution</i></p>			<p>Social Impact <i>Potential positive effects of your solution on beneficiaries</i></p>	
<p>Problem <i>The societal or environmental problem you are addressing</i></p>	<p>Solution <i>Basic description of your solution</i></p>	<p>Unique Value Proposition - Beneficiaries <i>The reason someone will use your solution over something else</i></p>	<p>Channels to Beneficiaries <i>Specific communication channels through which you can reach your beneficiaries</i></p>	<p>Beneficiaries <i>Description of who your solution is going to help</i></p>
<p>Key Resistances <i>Key obstacles you may encounter</i></p>	<p>Key Enablers <i>Resources, partners or systems to help deliver your solution</i></p>	<p>Unique Value Proposition - Payers <i>The reason someone would pay for your solution over the other options</i></p>	<p>Channels to Payers <i>Specific communication channels through which you can reach your beneficiaries</i></p>	<p>Payers (Customers) <i>Description of who is willing to pay for your solution (could be beneficiaries or others)</i></p>
<p>Financial Costs <i>Fixed and variable costs you'll need to pay to sustain your venture</i></p>			<p>Revenue Sources <i>Your plan to generate money and sustain your venture</i></p>	