Rally. | The Social Enterprise Accelerator

Tools | Social Lean Canvas Framework

Purpose 1
Your reason for doing this venture, clearly defined in terms of the social or environmental problems you want to solve.

Impact 2
What is the intended social or environmental impact of your venture?

Problem 4
What are the specific problems each of the different customer types face?

Existing Alternatives
How are these currently being solved?

Solution 6
What is your product or service?

Key Metrics 10
What are the numbers that will show your business model is working?

Unique Value Proposition 5
What is the unique combination of benefits your product or service will offer to overcome problems the customer has?

Unfair Advantage 11
Why will this venture succeed ahead of the competition?

Channels 7
How will you reach your customers in a scalable way?

Customer Segments 3
Who do you need to move to make your business model work?

Early Adopters
Which customers will move first?

Cost 8
What are the major costs associated with running this social enterprise?

Revenue 9
What are the ongoing flows of income that will create financial sustainability for this venture?

Tools | Social Lean Canvas Framework [BLANK]

Purpose	1	Impact	2

Problem	4	Solution	6	Unique Value Proposition	5	Unfair Advantage	11	Customer Segments	3

Existing Alternatives

Key Metrics 10

Channels 7

Early Adopters

Cost	8	Revenue	9