BUSINESS CANVAS

PROBLEM

What is the problem you have identified? Who does it affect? How do they describe the problem?

How is the problem currently addressed? Who are your competitors and how are they addressing the problem?

PARTNERS

Who is going to help you and what help are they providing?

COST STRUCTURE

What are your fixed and variable costs?



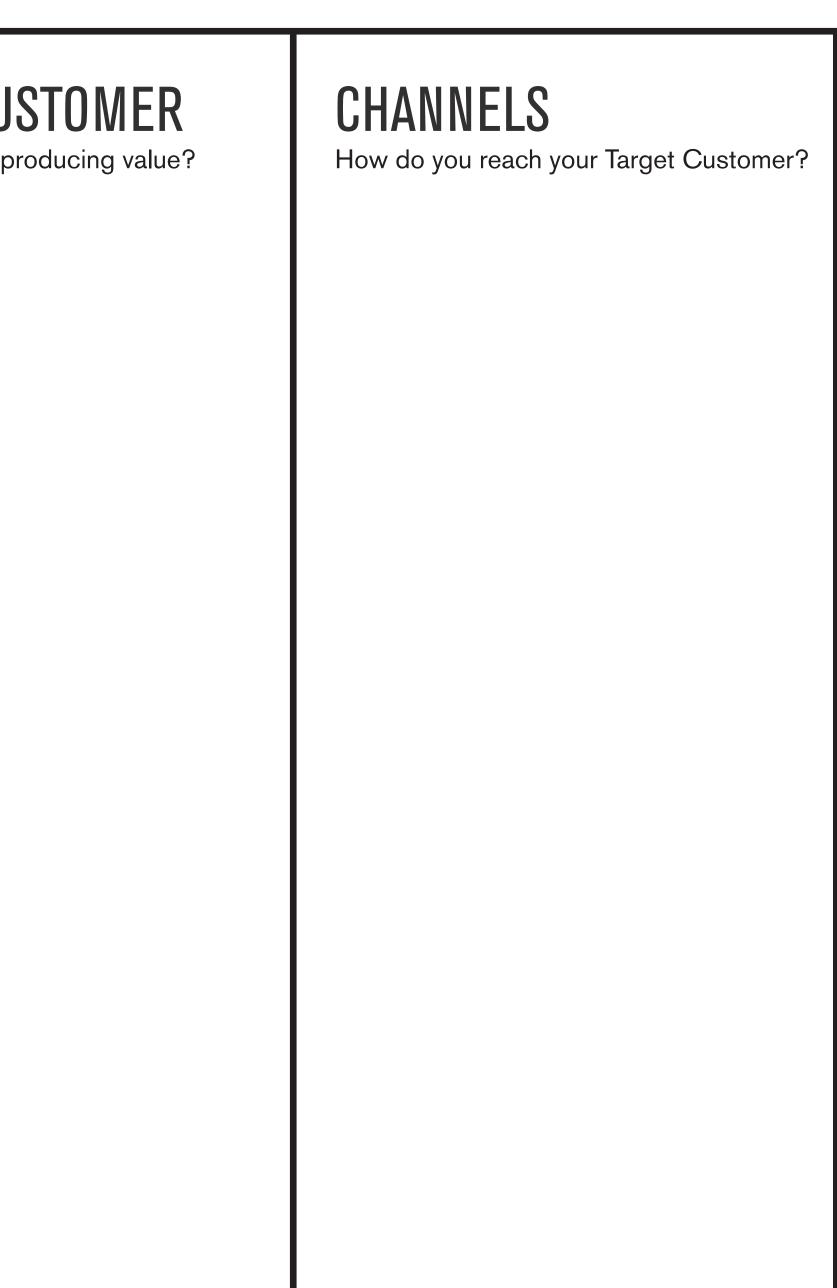
Business Canvas is adapted from The Business Model Canvas (businessmodelgeneration.com) and Lean Canvas (leanstack.com/lean-canvas/). Designed by: Make Happy Ltd. Helping social entrepreneurs build profitable and sustainable businesses which contribute to a more equitable and happy world. This work is licensed under the Creative Commons Attribution-Share Alike 4.0. To view a copy of this license, visit: http://creativecommons.org/licenses/by-sa/4.0/

VALU ACTIVITIES In what ways will you deliver the Value Proposition? What value How are yo PURP What is th What insp RESOURCES **KEY** What physical, intellectual, financial and human resources do you require to create value? What key doing and Internal m External

Le do you deliver your customer? A you helping to solve their Problem?	TARGET CUST
POSE the purpose of your business beyond making money? spires you to do what you do?	
METRICS ay metrics will you use to measure how your business is nd how will you be measured externally? metrics:	REGULATOR Is your business sector Who is the regulator? What do you need to do
	L

REVENUE STRUCTURE

What are your sources of revenue?



ctor regulated?

to do to remain compliant?

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