|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ***General Information*** | | ***Founders*** | | | ***Key Challenges*** | | |
| *Founding Year* | | *Founders’ Demographics* | | | *Past Challenges* | | |
| *No. of Founders* | |
| *No. of Employees* | | *Founders’ Education & Experiences* | | | *Current Challenges* | | |
| *No. of Volunteers* | |
| *Legal Form* | | *Founders’ Motives* | | | *Further Information and Remarks* | | |
| *References / Online Resources* | | | | | | | |
| *Social Enterprise or charity / community-based organisation* | | | | | | | | |
| *Mission Statement* | | | | | | | | |
| *Key Partners* | | *Key Processes* | | *Value Proposition* | | | *Key products and services* | *Beneficiaries*  *Customers*: |
| *Key Resources* | | *Channels* |
| *Cost structure / cost drivers* | | | | | *Revenues* | | | |
| *Customer & Beneficiary Input* | | | | | *Key performance indicators* | | | |
| *Social and/or Environmental Impact* | | | | | | | | |

**Social & Environmental Impact / Impact for Benficiaries:** Which effects does the companies work have on the Sustainable Development according to UN SDG and with regard to the beneficiaries needs (payment, education, health, quality of live, participation, …)

**Guideline for the Template – Analog to Business Model Canvas (Assignment 4)**

**KPI (Key Performance Indicator):** With which key figures do you want to measure the success? Link them to your mission statement and value proposition as well as to different areas of the company (e.g. finance, customers, development, processes, resources).

**Customer & Beneficiary Input:** In what way do customers and / or beneficiaries contribute to the value creation? (Examples: acceptance of higher prices or inconvenient processes, supporting campaigns, ...)

**(Social) Enterprise or charity / community based organizations:** „name“, „legal form“, „location“, „founding year“, „founders“, „main field of activities“„no. of employees“. Note: This canvas can also be used for describing, analysing and develpping business models for more charity and community based organisations as long there are costs to cover and revenue streams to secure.

**Income-Driver:** What are the most important sales drivers? Which ones have a strong dynamic? Which ones can be decisively influenced? (products, services, online shop, events, donations, …).

**Customers**

Who do you address?

Criteria to describe the target group: demo-graphic, socio-economic psychographic, market behaviour

Personas help to explain the target group more comprehensibly

**Beneficiaries**

See customers

In addition: What are their needs, why are they in need

**Channels**

Which ways to your customers do you use and combine?

Examples: Shop, online-shop, social media, platforms, weekly markets

**Key-Prod. & -services**

Which activities & services inspire the customers and help to win/retain them?

Examples sustainbility-standards, levels of creativity & innovation

**Key Resources**

Which (in)tangible input factors determine the success of the SE.

Examples: data, know-how employees, brand reputation,location, support of volunteers

**Cost-Driver:** What are the most important cost items? Which ones have a strong dynamic? Which ones can be decisively influenced? (raw material, rent, online marketing, personnel, interest, ...)

**Key Processes**

Which processes are of central importance for the value creation of the company?

Examples: recruiting, training & education, crowd funding,

**Key-Partners**

Which partners, who are not in the direct sphere of influence of the company are important for the success?

Examples: central suppliers, advertising online platform, municipality, donators, politicians, …

**Mission Statement:** company's purpose as a way of unifying the organization. A combination of what your business or nonprofit does and how and why it does it, expressed in a way that encapsulates the values that are important to you. Example: “Fair Collection”: We employ disadvantaged people in developing countries. Together we create and sell jewellery - providing dignified wages and holistic social programs.

**Value Proposition**

What characterizes the value added of the company?

What makes it "different“ / "special"? Why do customers become "fans"?

What are the special benefits you create for the customers / beneficiaries?

Example: “Fair Collection” We create and sell attractive genuine and costume jewellery.

**Social & Environmental Impact / Impact for Benficiaries:** Which effects does the companies work have on the Sustainable Development according to UN SDG and with regard to the beficiaries needs (payment, education, health, quality of live, participation, …)