**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11974&utm_source=template-word&utm_medium=content&utm_campaign=Social+Enterprise+Canvas-word-11974&lpa=Social+Enterprise+Canvas+word+11974)SOCIAL ENTERPRISE CANVAS TEMPLATE for Microsoft Word**

These instructions will guide you in creating a comprehensive business model for your social enterprise, aligning your social goals with sustainable business practices.

Define the specific social issue your enterprise aims to address and describe your innovative solution.

SOCIAL IMPACT

KEY ACTIVITIES

CHANNELS

COST  
STRUCTURE

REVENUE STREAMS

KEY PARTNERSHIPS

VALUE PROPOSITION

Identify how your enterprise will generate income through sales, donations, grants, etc.

Outline how you plan to interact with and build relationships with your customers or beneficiaries.

CUSTOMER RELATIONSHIPS

KEY RESOURCES

CUSTOMER  
SEGMENTS

Note important partnerships with other organizations, NGOs, or government bodies that support your enterprise.

Identify the groups or communities who will benefit from your services or products.

Explain the unique benefits and value your enterprise offers to its customers or beneficiaries.

List the crucial activities necessary to deliver your value proposition, like service delivery or product development.

Describe how you will reach and deliver your value proposition to your target customer segments.

List your major operational costs, like staffing, production, or marketing expenses.

SOCIAL   
PROBLEM   
AND SOLUTION

Detail the social changes or impacts you aim to achieve and how you will measure them.

Identify the critical resources needed, such as skilled staff, technology, or financial capital.

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