

# SOCIAL ENTERPRISE BUSINESS MODEL












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Designed for:

Designed by:

Date:

Version:

<div>Social Problem</div> <div></div> <div>A social problem is a condition that at least some people in a community view as being undesirable. Everyone would agree about some social problems, such as murders and DWI traffic deaths. Other social problems may be viewed as such by certain groups of people environmental or income iniquality.</div>	<div>Market Solution</div> <div></div> <div>A market solution is a financially sustainable enterprise designed to address/impact/solve the Social Problem.</div>	<div>Value Propositions</div> <div></div> <div>An innovation, service, or feature intended to make a company or product attractive to customers.</div>	<div>Beneficiary</div> <div></div> <div>A beneficiary is any person or group who gains an advantage and/or profits from the Social Enterprise.</div>	<div>Customer</div> <div></div> <div>A party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers.</div>
<div>Key Partners</div> <div></div> <div>A business partnership is when two commercial entities form an alliance, which may either be a really loose relationship where both entities retain their independence and are at liberty to form more partnerships or an exclusive contract which limits the two companies to only that one relationship.</div>	<div>Key Resources</div> <div></div> <div>Key Resources is the building block describing the most important assets needed to make a business model work. Every business model requires them, and it is only through them that companies generate Value Propositions and Revenues. Key resources can be physical, financial, intellectual, or human.</div>		<div>Channels</div> <div></div> <div>A way of bringing products or services to market so that they can be purchased by consumers. A sales channel can be direct if it involves a business selling directly to its customers, or it can be indirect if an intermediary such as a retailer or dealer is involved in selling the product to customers.</div>	<div>Differentiators</div> <div></div> <div>Competitive differentiation is a strategic positioning tactic an organization can undertake to set its products, services and brands apart from those of its competitors.</div>
<div>Cost Structure</div> <div></div> <div>Cost structure refers to the types and relative proportions of fixed and variable costs that a business incurs. The concept can be defined in smaller units, such as by product, service, product line, customer, division, or geographic region. Cost structure is used as a tool to determine prices, if you are using a cost-based pricing strategy, as well as to highlight areas in which costs might potentially be reduced or at least subjected to better control.</div>			<div>Revenue Streams</div> <div></div> <div>A revenue stream is a form of revenue. It is considered one of the building blocks of a business model canvas, that reveals the earning a business makes from all the methods by which money comes in. Revenue streams may be characterized. For example, a revenue stream has volatility, predictability, risk, and return.</div>	