



▼ **CONNECTING THE DOTS**

Master's Programme „Digital Entrepreneurship“

x

STEPup Project

1.

**SOCIAL
BUSINESS
MODEL
CANVAS**



WHAT you are trying to do,
FOR WHOM &
HOW it's going to work












ASPECTS

- Creating value
- Delivering value
- Capturing value

HOW IT LOOKS

The Business Model Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

<p>Key Partners </p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform?</p> <p>ACTIVITIES FOR PARTNERS Introduction and welcome Reduction of risk and uncertainty Expansion of partner's revenue and activities</p>	<p>Key Activities </p> <p>What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES Production Platform/Service Performance</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS Novelty Performance Customization Convenient Getting the job done Design Reliability Price Self-Service Risk Reduction Accessibility Community</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>CHARACTER Personal assistance Self-Service Automated Services Co-creation</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>																		
<p>Key Resources </p> <p>What key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL STRATEGIES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p>																				
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which key Resources are most expensive? Which key Activities are most expensive?</p> <p>BY THEIR BUSINESS MODEL Cost Structure: Recurrent and structure, low price value proposition, maximum automation, extensive outsourcing Cost Drivers: (Related to value creation, premium value proposition)</p> <p>SCALABLE CHARACTERISTICS Fixed Costs (scale-free, semi-variable) Variable Costs Economies of Scale Economies of Scope</p>			<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <table border="0"> <tr> <td>FIXED PRICES</td> <td>UNIT PRICES</td> <td>STANDARD PRICES</td> </tr> <tr> <td>License fee</td> <td>Cost-plus</td> <td>Subscription/Usage-based</td> </tr> <tr> <td>Usage fee</td> <td>Product/feature dependent</td> <td>Risk Management</td> </tr> <tr> <td>Subscription Fee</td> <td>Customer segment</td> <td>Real-time dynamic</td> </tr> <tr> <td>Advertising/Marketing</td> <td>Customer segment</td> <td></td> </tr> <tr> <td></td> <td>Volume dependent</td> <td></td> </tr> </table>		FIXED PRICES	UNIT PRICES	STANDARD PRICES	License fee	Cost-plus	Subscription/Usage-based	Usage fee	Product/feature dependent	Risk Management	Subscription Fee	Customer segment	Real-time dynamic	Advertising/Marketing	Customer segment			Volume dependent	
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**HOW WE AT STEPup
USED IT**

Board Customer Model Canvas for Social Enterprise Workspace visible +14 Invite

CUSTOMER SEGMENTS - PYU

Who are the people who will buy your product / service? (Age, living in a city/village, family status, sex, education etc.) Where does he/she get information from? On what basis do they make purchase decisions? Are they looking for comfort and convenience or escape from discomfort or want to solve a problem? Who are they spending time with? What kind of people surround them? What lifestyle do they lead? What are the needs of your customers?

+ Add another card

PRODUCT / SERVICE AND ITS VALUE PROPOSITION - BUU

What are the features of your product / service? What is the core of your product / service? Of what elements does your product / service consist of? What do you offer, that is different from other products / services? Is your product / service innovative?

+ Add another card

DISTRIBUTION - PoS

What resources will you need? Through which channels will your customers want to be reached? Who will be your strategic logistic partners?

+ Add another card

COMPETITORS - MSU

Who are your direct competitors? Who are your indirect competitors? How your competitors fulfill customer needs? What is your USP (unique selling proposition)?

- DIRECT: IT equipment refurbishing companies, secondhand store
- INDIRECT: charity shops, sellers of used IT equipment, IT repair shops
- Competitors fulfilling customers' needs: charity shops are offering products for free; other shops could sell equipment at a lower price; highly skilled workforce, 24 hr. service
- USP: selling high quality IT equipment for a low price, Remote Console
- indirect competitor : IT store online

COST STRUCTURE - Mandalay

What are the major cost drivers? (People, production, distribution, design, materials, technology... etc.)

+ Add another card

REVENUE STREAMS- NMDC

For what value are your customers willing to pay? What are the sources of revenue? What and how will the customers pay? Will you offer a donor package?

Compuritas: Revenue Streams- NMDC

+ Add another card

MARKETING & COMMUNICATION

What will be your price ranges? How will you reach your customers with your story? What communication channels will you use? How will you present your story? What type of relationship does each customer segment expect?

+ Add another card

Board Beneficiary Model Canvas for SE Private Workspace Workspace visible +15 Invite

SOCIAL CHALLENGE - PYU

What is the present situation (numbers, scale of problem, geographical area etc.)? What are the root causes of the problem? What are the factors contributing to the problem? Are there any local problem solutions? Are there any international / foreign problem solutions?

+ Add another card

BENEFICIARIES - BUU

Who are your target beneficiaries (age, sex, location, education, work experience, material status, registered in other foundations/social care organizations)? What are their needs? What are their expectations?

+ Add another card

BENEFICIARIES POTENTIAL INPUT - PoS

What channels will you use to involve the beneficiaries? How will you convince them to participate? What challenges may occur why trying to involve beneficiaries?

+ Add another card

CORE ACTIVITIES - MSU

What are your core activities? What the core activities are for you beneficiaries?

- Refurbishment of IT equipment
- Selling the refurbished IT equipment to schools
- Repairing and service by door to door
- renting used IT equipment
- Training the customers

+ Add another card

RESOURCES - Mandalay

What human resources will you need? What material resources will you need? What financial resources will you need? What know-how will you need?

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PARTNERS - NMDC

What social partners do you want to cooperate with? What business partners will you need? What institutional partners will you involve? What know-how will they give you? How will you build relationships with your partners?

Partners - NMDC

+ Add another card

DESIRED FUTURE STATE / OUTPUTS

What is the desired social state of the social problem? What outputs do you expect? Can you put the outputs into numbers?

+ Add another card

2. PERSONAS

1

understanding
users' needs,
experiences,
behaviors &
goals

2

helping with
stepping out of
yourself

3

identifying
which user you
are designing
for

4

enabling the
creation of a
good user
experience



**HOW WE AT STEPup
USED THEM**

SE BENEFICIARY PERSONA WORKSHEET TEMPLATE



PERSONA PHOTO

GENERAL PROFILE

NAME

AGE

GENDER

LOCATION

EDUCATION

EMPLOYMENT STATUS

INCOME STATUS

DRIVING GOALS/PRIORITIES

PROBLEMS AND CHALLENGES

STRENGTHS

SOURCES OF INFORMATION

PEERS

WEBSITES

BOOKS

MAGAZINES

?

?

3.

**CASE
STUDIES**



Telling **A STORY**



Getting **INSPIRED**



Capturing **REALITY**



**HOW WE AT STEPup
GOT INSPIRED**



TONY'S
CHOCOLONELY

Coolfinity



**DELANCEY STREET
FOUNDATION**

T O M
CASAVA 



**Work
from Bed**



**B The
Brandling**