# The Impact Entrepreneur **Business Model Canvas**

Venture: Date:

Designed by: Version:

For advanced impact entrepreneurs: How does the canvas change as you scale your venture?

#### IMPLEMENTATION

#### **Kev Resources**

venture? (Team, advisors, finance, access, networks, spaces, loops, materials etc.)

What resources are needed to run the

## **Kev Activities**

What activities are needed to develop and make the products/services avaliable?

# VALUE CREATION

## **Products & Services**

What are the products/services? What are some of the most prominent properties?

How do these properties meet the needs of the users/customers?

# Impact model

What (social/environmental) problem does the venture solve?

What (social/environmental) value does the venture and products/services create for the users/customers/other stakeholders?

# **Target Market**

How big is the market? How much of that could the venture serve? What is the competitive landscape? What is the venture's strategy for entering the market?

**GO-TO-MARKET** 

### **Key Partners & Stakeholders**

Who helps develop the venture and make its product/services work? (Staff, suppliers, distributors, partners etc.)

# Impact Potential & Measurement

What is the impact potential of the venture and products/services? How many users/customers could be served?

How will (social/environmental) impact be measured?

#### **Users & Customers**

Users

Who are the people/organisations benefiting from the venture's products/services?

#### Customer

Who are the people/organisations that will pay for the venture's products/services?

#### Check-list

My venture spearheads moving from:

· exceeding the planetary and societal boundaries to operating within the safe space:

All ventures

perate within th

nature, society and the economy

- · linear to circular (from extractive to regenerative, creating endless
- · from monopolies to empowered networks (collaboration, symbiosis);
- from shareholder value to purpose (strengthening the "societal licence to operate" based on doing good for people and the planet);
- · from products to services (new business models, product as a service, from ownership to access. digitalisation):
- · and from exploitation to well-being.

#### **KEY FINANCIALS**

#### Costs

What are the most significant costs?

# Revenue and pricing

What is the break-down of the revenue streams by %? What is the pricing of the products/services?

#### Investments

What type of investment is neded? What is the return on investment (ROI)?

### Marketing & Channels

What is the sales and marketing strategy? How will the users/ customers be reached?















# The Impact Entrepreneur Milestone Canvas

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#### MILESTONE ROADMAP

Based on the Impact Entrepreneur Business Model Canvas, what are the most significant milestones that you will accomplish within this and the coming years?

2023

2024

2025

2026

#### **OPEN QUESTIONS**

What are big and small questions that you need to answer to move forward?











