

BUSINESS MODEL CANVAS TOOL

The Business Model Canvas is a tool that identifies the key considerations for the implementation of ESC project plans.

WHY USE THIS TOOL?

The Business Model Canvas provides a comprehensive picture of components required to implement the ESC project plan.

WHERE CAN YOU FIND THIS TOOL?

You can find more information on this and other tools from Development Impact & You Toolkit: An initiative of Nesta at diytoolkit.org

HOW TO USE IT

1. Using your ESC project plan, fill out the sections of the worksheet. Start with identifying your key partners, activities and resources.
2. Define your audience segments, relationships and channels.
3. Create a value proposition that describes your ESC Project.
4. Determine the cost structures and revenue stream that will make your project sustainable.

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Objective: To generate a comprehensive view of the ESC project.

STEP 5 - ADAPT YOUR ETHICAL BASELINE : GENERATIVE

KEY PARTNERS Who will help you?	KEY ACTIVITIES How do you do it?	VALUE PROPOSITION What do you do that is unique to you?
	KEY RESOURCES What do you need?	
	AUDIENCE SEGMENTS How do you help?	
AUDIENCE RELATIONSHIPS How do you interact?		
DISTRIBUTION CHANNELS How do you reach them?		
COST STRUCTURE What would be the cost?		
REVENUE STREAM How much will you make?		