

Social Lean Canvas

Design sustainable ventures that create social, environmental, and economic value.



Purpose		Impact						
		issue	participants	activity	short-term outcomes	medium-term outcomes	long-term outcomes	impact
problem	(existing alternatives)	unique value proposition	unfair advantage	channel	customer segments	(early adopters)	revenue	cost structure
solution		key metrics						



TIP

Successful social enterprises balance purpose and sustainability. Consider your impact and how your venture sustains over time.



USE FOR

Understanding Social Needs

Identifying Problems

Designing Solutions

Creating Sustainable Ventures

Measuring Impact



HOW TO USE THE SOCIAL LEAN CANVAS

The Social Lean Canvas, created by **New Zealanders Rowan Yeoman and Dave Moskovitz in collaboration with the Ākina Foundation**, is a tool designed for social enterprises and impact-led ventures. It adapts Ash Maurya's Lean Canvas and Alexander Osterwalder's Business Model Canvas to incorporate the unique aspects of social ventures, particularly their purpose, impact, and sustainability.

STEP 1: PREPARE YOUR WORK AREA

Complete the canvas somewhere free from distraction. If working in a team, choose a collaborative space and capture ideas using short notes or keywords.

STEP 2: FILL IN YOUR CANVAS

Work through each section to explore how your venture creates impact and sustains itself over time.

Purpose: What social or environmental issue are you trying to address? What is the reason your venture exists?

e.g. reducing food waste, improving mental health, increasing educational access

Impact: What social or environmental change do you want your venture to create? Consider both short-term outputs and long-term outcomes. e.g. reduced waste, improved wellbeing, increased employment opportunities

Problem: What challenges, pain points, and unmet needs do your customers or beneficiaries experience? e.g. limited access, high costs, lack of awareness

Customer Segments: Who benefits from your solution? Who pays, supports, or influences its success? e.g. community groups, schools, local councils, funders

Unique Value Proposition: What makes your solution valuable, different, and meaningful to customers or beneficiaries? e.g. affordable, accessible, community-led, environmentally sustainable

Solution: What products, services, or activities will address the identified problem? e.g. training programme, digital platform, recycling service

Channels: How will you reach customers and beneficiaries? How will they access your solution? e.g. training programme, digital platform, recycling service

Revenue: How will your venture generate income to sustain its operations? e.g. product sales, subscriptions, grants, sponsorships, service fees

Cost Structure: What are the major costs involved in delivering your solution? e.g. staffing, technology, equipment, marketing, operations

Key Metrics: How will you measure success, impact, and sustainability? e.g. customers served, revenue generated, waste diverted, jobs created

Unfair Advantage: What gives your venture a lasting advantage that is difficult to copy? e.g. partnerships, lived experience, intellectual property, community trust

STEP 3: ANALYSE AND ITERATE

- **Review:** Check for alignment between your purpose, impact, customers, and business model.
- **Feedback:** Seek input from beneficiaries, customers, teammates, mentors, or stakeholders
- **Refine:** Update the canvas based on feedback and new insights.

STEP 4: VALIDATE YOUR IMPACT MODEL

- **Test Assumptions:** Engage with customers and beneficiaries to test key assumptions.
- **Market Research:** Gather evidence to validate need, demand, feasibility, and impact potential.
- **Prototype:** Test ideas through low-cost experiments, pilots, or minimum viable products (MVPs).

STEP 5: DOCUMENT AND SHARE

- **Record:** Capture your completed canvas digitally or with photographs.
- **Communicate:** Use the canvas to communicate your venture and impact model with others.
- **Update:** Revisit and refine the canvas as new insights emerge.