

# Impact BUSINESS MODEL CANVAS

## CONTENT

With the help of the Impact Business Model Canvas, students can visualise their social entrepreneurship business idea and get an overview of the most important aspects of a social enterprise. The Values Compass exercise serves as a basis for this method.

120 Minutes  
Teamwork

## LEARNING GOALS

- The students plan their own start-up or project idea (social enterprise) and visualise it clearly.
- The students get an overview of which factors, among others, are part of a business model.
- The students plan how they can integrate personal values into their entrepreneurial activities.
- The students get into entrepreneurial activities, even without prior knowledge.
- Students become curious about taking further steps in the implementation of their own idea.
- Students reflect on the competences of social entrepreneurs based on the Impact Business Model.

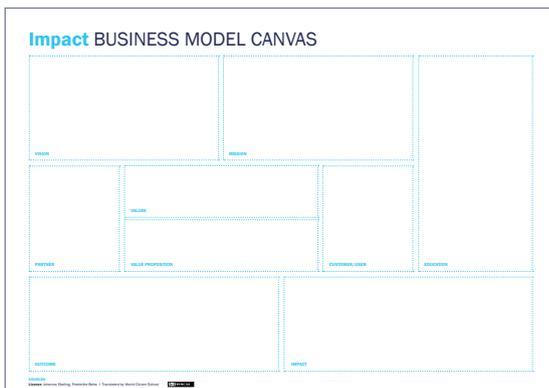
## GUIDANCE FOR TEACHERS

### Quick guide for students

“For the next 45 minutes, complete the *Impact Business Model Canvas* in concentration and in silence. Afterwards, share your findings with your team members and adjust individual elements if necessary.”

### 0 Preparation

Print out the Impact Business Model Canvas on DIN A2 or DIN A3 once for each student.



**MATERIALS**

- Completed „Values Compass“ exercise, if applicable
- Printed Impact Business Model Canvas (A3 or A2)
- Pens

### 1 35 minutes

The Impact Business Model Canvas is a useful addition to the Business Model Canvas, especially to visualise the relevant aspects of a business model for aspiring social entrepreneurs.

Explain the different fields of the canvas.

### **Vision**

The vision describes a future reality to strive for based on the mission. A vision should be clearly formulated, arouse emotions, have a motivating effect and create meaning (for employees). It should be positive and ambitious, but potentially achievable.

### **Mission**

The mission is the purpose of the company. It is the raison d'être of the company and describes the positive contribution the company wants to make to customers and/or society. Specific elements of a strategy can also be included here.

### **Values**

The values of the „Values Compass“ exercise can be inserted here. These are central values that the entrepreneur has identified as guiding him or her.

### **Value Proposition**

Every product and every service of a social enterprise has a task: to solve a problem of the client or to satisfy a need. For social enterprises, the value proposition is primarily to solve a social or environmental problem.

### **Partners**

According to the effectuation approach, successful entrepreneurs build cooperative partnerships.

Who are the most important partners?

What resources or activities do they take on?

### **Customers**

Who is willing to pay for my service/product?

How do I reach these people? Are they individuals or companies? How would I describe my prototypical customer (persona)?

### **Users**

Many social enterprises have a so-called dual client. The question is who benefits from the value proposition, i.e. who uses the product. This could be, for example, the employees in a company - the paying customer would be the company.

### **Education**

A special characteristic of social entrepreneurs is the education of their target group about the problem they want to solve through their business model. Also, to ensure the sustainability of their own business success, marketing measures are usually not sufficient, but education and awareness about behavioural changes are needed. What measures are used to educate the target group or other actors?

### **Outcomes**

Outcomes are the effects at the level of the target group. In order to make them measurable, it is necessary to describe what a change in action or knowledge of the target group looks like.

### **Impact**

Impact is the effect on the societal or systemic level. When describing impact, one also refers to the mission and vision of the business model. How can impact be measured?

## **2 50 minutes**

Read out the quick guide for students and have students work on it individually.

## **3 15 minutes**

Ask students to sit down in their project groups or teams and compare and synchronise their results if necessary.

## REFLECTION EXERCISE 20 MINUTES

Go through the completed Impact Business Model Canvas with your students. Probably especially the fields Impact and Outcome were difficult for the students. You can use the course book Impact from Phineo to deepen your understanding of impact measurement. Ask your students what skills social entrepreneurs need compared to other entrepreneurs. Based on the Impact Business Model Canvas - what are the key differences between social entrepreneurs with an impact orientation and classic founders?

### LITERATURE

Qastharin, Annisa Rahmani (2015): Business Model Canvas for Social Enterprise. Conference Paper at The 7th Indonesia International Conference on Innovation, Entrepreneurship, and Small Business (IICIES 2015)

Wiek, Arnim et al. (2011): Key competencies in sustainability: a reference framework for academic program development. In: Sustain Sci 6 (2), S. 203–218. DOI: 10.1007/s11625-011-0132-6.

Praxishandbuch Kursbuch Wirkung. Phineo. Online: <https://www.phineo.org/fuer-organisationen/kursbuch-wirkung/>

Mueller, Susan et al. (2013): The distinctive skills of social entrepreneurs. In: J. Enterprising Culture 21 (03), S. 301–334. DOI: 10.1142/S0218495813500131.

The Strategyzer: Business Model Canvas. <https://strategyzer.com/canvas/business-model-canvas>

### SOURCES

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# Impact BUSINESS MODEL CANVAS

VISION		MISSION	
PARTNER	VALUES VALUE PROPOSITION	CUSTOMER/USER	EDUCATION
OUTCOME		IMPACT	

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