

THE BLENDER CANVAS

Click here for the primer blog to this worksheet and here for a completed example of this worksheet. Check out our core concept resources on Key Mindsets, Customer and Beneficiary Distinction, & Steady State, as a foundation for this worksheet. Contact info@tricofoundation.ca with worksheet specific questions

The degree to which the social model* addresses the customer's needs:	ASSESSING YOUR SOCIAL MODEL'S IMPACT ON CUSTOMER NEEDS		How the social model impacts costs & pricing:
<p>The social model does not have a role in addressing the customer's needs, but the purchase funds the social model (often there is a customer desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite challenges ahead (the pressure of 'multi-tasking', the pressure of customer persuasion)</p>	<p>YOUR SOCIAL MISSION:</p>	<p>ASSESSING YOUR SOCIAL MODEL'S IMPACT ON COSTS & PRICING</p> <p>WHAT COSTS DOES YOUR SOCIAL MODEL ADD TO YOUR VENTURE?</p>	<p>The social model adds costs that can't be passed on to the customer.</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite challenges ahead (the pressure of the funding gap).</p>
<p>The social model has a role in addressing the customer's needs but that role could be replaced by a 'traditional business' (the customer's needs being addressed are over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> possible challenges ahead (the pressure of competition).</p>	<p>YOUR SOCIAL MODEL:</p>	<p>CAN YOU PASS THOSE COSTS ON TO YOUR CUSTOMER?</p>	<p>The social model adds costs that can be passed on to the customer.</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> possible momentum (the security of affordability).</p>
<p>The social model has a role in addressing the customer's needs and cannot be replaced by a 'traditional business' unless it adopts the social model (the customer's needs being addressed are over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite momentum (the power of unique value).</p>	<p>THE CUSTOMER NEEDS YOU ARE ADDRESSING:</p>	<p>BEYOND A CUSTOMER 'BUYING SOCIAL', HOW DOES YOUR SOCIAL MODEL ENHANCE THE VALUE OF YOUR PRODUCT/SERVICES?</p>	<p>While the social model may add costs that can be passed on to the customer, it also enhances value in a way that the customer is willing and able to pay more for (over and above any desire to 'buy social').</p> <p><input type="checkbox"/> <i>Planning prognosis:</i> definite momentum (the power of enhanced value the customer is willing & able to pay more for).</p>
	<p><input checked="" type="checkbox"/> BASED ON THE ABOVE, CHECK THE LEFT-HAND CELL THAT FITS YOUR VENTURE</p>	<p><input checked="" type="checkbox"/> BASED ON THE ABOVE, CHECK THE RIGHT-HAND CELL THAT FITS YOUR VENTURE</p>	

*'Social mission': the social good the social enterprise wants to achieve. 'Social model': how the social enterprise directly serves its social mission.