

Canva model for Social Enterprises from the Greek online learning platform for SSE Kalomathe.gr

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<p>What do you need? <i>What resources do you need for your activities: material and not</i></p>	<p>How will it happen? <i>What are you doing in your business? What are your main activities?</i></p>	<p>How do you interact? <i>What relations do you want to establish with your clients?</i></p>	<p>Who are you helping? <i>CLIENTS: Who pays? Who needs your product/service? What market sector are you addressing?</i></p>	<p>What are you doing? <i>VALUE FOR THE CLIENTS: What product/service do you offer? What needs do you cover? What specific value do you offer?</i></p>
<p>Who will help you? <i>Which basic external partners do you need? What do they do?</i></p>		<p>How do you communicate? <i>Through which channels will you reach your clients and your beneficiaries? How will you approach them? How will your message reach them?</i></p>	<p><i>BENEFICIARIES: Whom do you want to help? Who uses your services? Who is the target group of your social aim?</i></p>	<p><i>SOCIAL IMPACT: How do you create social impact?</i></p>
<p>How much will it cost? <i>What are the main expenses needed to offer your service/product?</i></p>	<p>How much will you earn? <i>Where will your income originate? How will you be paid?</i></p>			
	<p>Surplus <i>What will you do with the surplus/profit of the business? What is your strategy to redistribute it?</i></p>			