

Nonprofit Business Model Canvas

**Change
Lab!**

WORKSHEET

Nonprofit Business Model Canvas

1. Problem	2. Beneficiary Segments	3. Solution
6. Value Proposition	10. Key Metrics	4. Beneficiary Relationships
7. Resources / In Kind Donations	8. Expenses	5. Programs / Key Activities
7. Resources / In Kind Donations	8. Expenses	9. Income

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1. **Problem:** What is the problem(s) that inspired you to start your nonprofit?
2. **Beneficiary Segments:** Define the different groups of people you're helping
 - a. For whom are you creating value?
 - b. Are there different segments of people?
 - c. Who are your most important beneficiary segments?
3. **Solution:** What's the way you're solving the problem?
4. **Beneficiary relationships:**
 - a. How you're engaging your beneficiaries in building your solution?
 - b. What type of relationship does each of your segments expect you to establish and maintain with them?
5. **Programs / Key Activities:**
 - a. What are the programs / activities you're running that make up your solution?
6. **Value Proposition:** you're the first, the only, the best, the cheapest at something.
 - a. What value do you deliver to your beneficiaries?
 - b. Which beneficiaries needs are you satisfying?
 - c. What services are you offering to each beneficiary segment?
 - d. What's your thing that can't be copied or bought?

7. Resources

- a. What key resources do your value propositions require? Your distribution channels? Your beneficiary relationships? Your revenue streams?
- b. What are the key partnerships that make your business model work?
- c. Who is helping you to deliver value?
- d. How are you reaching your beneficiaries?
- e. Who are you working with for in-kind donations / support?

8. Expenses: what are your major costs?

- a. What are the most important costs in the budget?
- b. Which key resources are most expensive?
- c. Which key activities are most expensive?

9. Income:

- a. How will you earn money?
- b. How will you fundraise? What major groups of people, or groups of organizations will contribute to your work?

10. Key Metrics:

- a. What measures are you using to determine how it's going?
- b. What do you look at to know whether your organization is successful?
- c. Are there measures that fluctuate based on how well you're doing?

Questions about the worksheet? Looking for more resources to help grow your nonprofit?

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