



Session 5: Social Impact Business Models

Overview This session introduces the social impact canvas and its 14 components: , including the problem, solution, key resistances, key enablers (resources, partners, infrastructure), beneficiaries, payers (or customers), channels for reaching beneficiaries, channels for reaching payers, unique value proposition for beneficiaries, unique value proposition for payers, social impact, revenues sources (for sustainability), financial costs and unintended consequences.

- Key Points**
- ❖ Using the social impact canvas can help you to visualize and define the model you will use to make the greatest social impact in a sustainable way.
 - ❖ When working on a social impact model-whether a business or non-profit venture, you may or may not have different groups of payers and beneficiaries.

- Discussion Questions**
1. Are social entrepreneurs crazy for building out such complicated models to address societal problems?
 2. What's the difference between social entrepreneurship and charity?

Additional Resources

[Link to the Horn Program Social Impact Canvas](#)

[Visit the Harvard Business School's Social Enterprise page to learn about courses and alumni making an impact](#)

- Possible Assignments**
1. Watch the video about the [Lucky Iron Fish](#) and discuss the social impact business model that is being used.
 2. Have the students either take their own idea for a social venture or an existing social venture and apply it to the Social Impact Canvas

