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| **ENTERPRISE CHALLENGE – Social Category** | | | | | |
| **PROBLEM**  What social or environmental issue do you want to target? | **SOLUTION**  Outline the solution your social enterprise offers to address each of the problems you’ve identified. | **VALUE PROPOSITION**  Single, clear, compelling message that states (1) how your social enterprise is uniquely placed to impact the social or environmental problem you’ve identified and (2) why people will be willing to spend money on it.  **Impact Measures**  How will you measure the impact of your social enterprise on the issues you want to target | | **UNFAIR ADVANTAGE**  What do you have that can’t easily be bought or copied? E.g. a skill, a location, an invention with a unique element that can be patented. | **CUSTOMER SEGMENTS**  Paying customers – who will pay to use your product or service? (E.g. it might be a school, a charity, or your end user.  Beneficiaries – who will benefit from your social enterprise? E.g. it might be the customer, or it might be a user who doesn’t pay for the service (e.g. a school child).. |
| **KEY METRICS**  How will you measure the success of your business? Examples might include number of people using the service, number of products sold, number of organizations signed up, number of jobs created. | **CHANNELS**  How will you reach your customers (paying) and your beneficiaries (who might be non-paying)?. |
| **COST STRUCTURE**  What are the different areas you’ll need to spend money on to launch and maintain your business – e.g. staff costs, renting premises, buying stock, maintaining computer software | | | **REVENUE STREAMS**  How will your social enterprise generate revenue? Remember even a social enterprise should generate profit to ensure it is sustainable. List the different ways you could charge for your product or service, including any government or charitable funding sources you intend to target if relevant  **SURPLUS –** where would you invest your profits if there was a surplus**?** | | |

Name:  
Link to video pitch (and password if relevant):