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| **KEY PARTNERS***Who are our Key Partners and Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do our partners perform? Who will fund us?* | **KEY ACTIVITIES***Which Key Activities do our Social Value Propositions require? What activities are needed to sustain operations?* | **SOCIAL VALUE PROPOSITION***What programs and services do we deliver? What problems or challenges are we trying to solve? What value do we deliver to Stakeholders? What’s in it for our Stakeholders?* | **RELATIONS** *What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?* | **STAKEHOLDERS***Who are our Stakeholders? For whom are we creating value? Who helps us create Outcomes or our Social Value Propositions?* |
|  | **KEY METRICS***What Key Resources do our Social Value Propositions Require? What other Key Resources are needed at the engagement level and the operations level?* |  | **CHANNELS***How do we reach Stakeholders? How do they want to be reached regarding the delivery of our Social Value Proposition? How do we provide ongoing communications, support, and awareness* |  |
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| **COST STRUCTURE***What does it really cost to run our nonproﬁt operations? What costs are inherent in our business model? Which Key Resources and Activities are the most expensive? What does it cost to run and maintain the Operations Level?* | **VALUE CAPTURE***What value are Stakeholders truly willing to return or contribute? What routines and processes do they prefer? Mission-related milestones?* |

# Nonprofit Canvas Fillable

**EXPERIMENTS** (OR IDEAS)

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| --- | --- | --- | --- |
| **IDEA CANVAS CONJECTURES DESCRIPTION****NAME SECTION** |  |  | **ACTUALS LEARNINGS**(DATA POINTS) |
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# Lean Nonprofit Canvas

**Experiment Table**

## **Cavases merged:** Ash Maurya 's Lean Canvas + Bryann Alexandros's Nonprofit Business Model Canvas

**Credit: Michael Idris Merchant** | [www.linkedin.com/in/mimercha/](http://www.linkedin.com/in/mimercha/)