

Become Busy Xelerator



SocialX – Social Entrepreneurship & Impact

# PRESENTATION 2

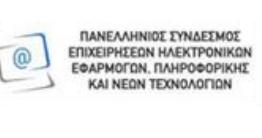
## BUSINESS MODELS WITH SOCIAL IMPACT

Start Slide

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## TURNING PURPOSE INTO SUSTAINABLE PRACTICE



This presentation explores how social entrepreneurs can design effective and financially sustainable business models that deliver measurable social impact. Participants will learn practical tools such as the Social Business Model Canvas and Social Return on Investment (SROI) framework, along with lessons from real social startups across Europe.

## BALANCING MISSION AND MARKET

A social enterprise's strength lies in its ability to align mission with market needs. Unlike traditional companies, social businesses are built to solve social or environmental problems while generating income to sustain their mission. The key challenge is designing a model that creates value for both the community and the organization.

### Key Points:

- Align social mission with financial sustainability.
- Define clear value propositions for beneficiaries and customers.
- Use innovation to scale positive change.

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## OBJECTIVES OF THE PRESENTATION

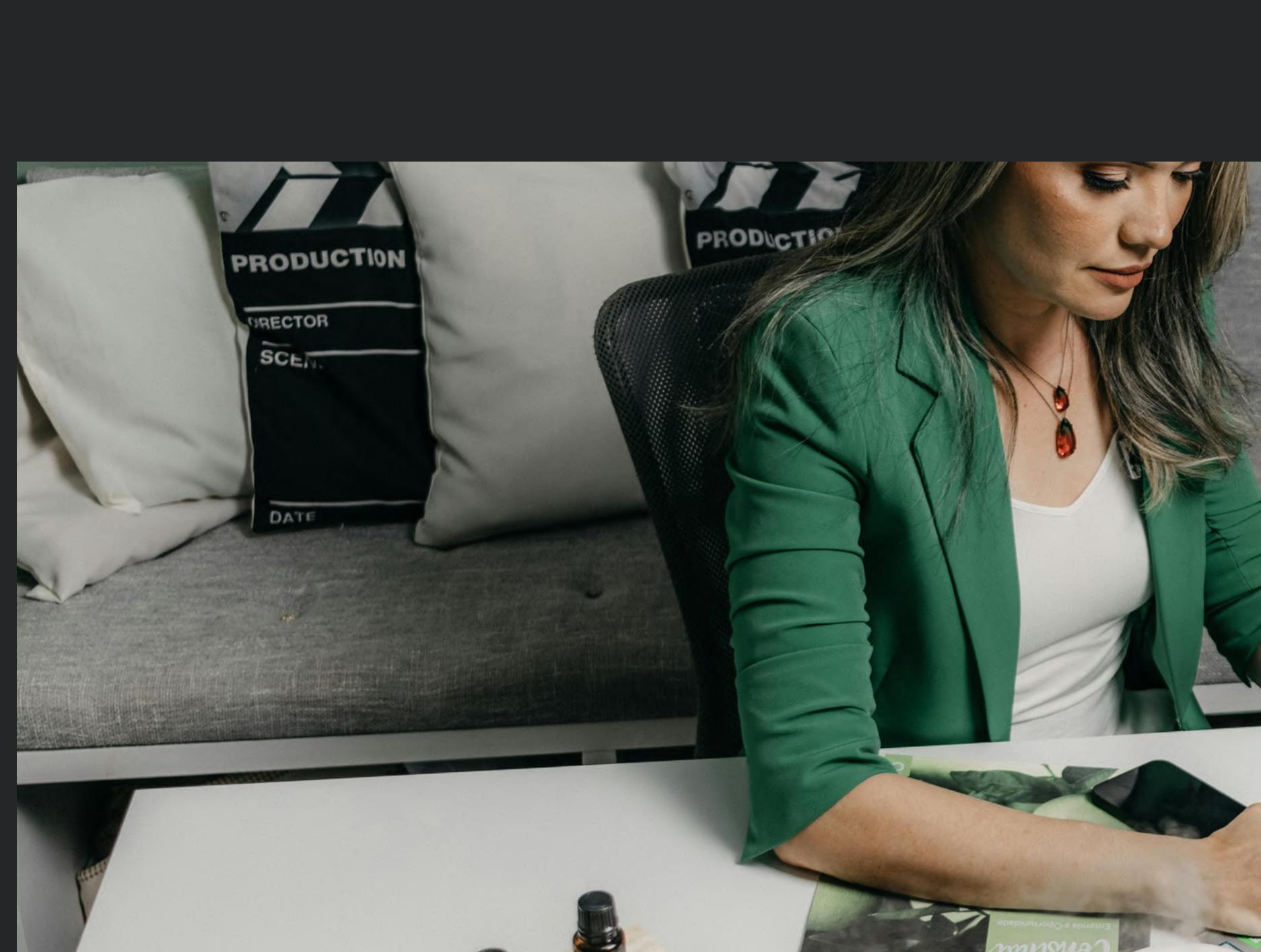
By the end of this session, participants will:

- Understand the Social Business Model Canvas and how to use it.
- Learn the principles of impact measurement (SROI).
- Analyze examples of successful social startups.
- Develop tools to design and evaluate their own social ventures.

## WHY BUSINESS MODELS MATTER IN SOCIAL ENTREPRENEURSHIP



A **well-structured business model** helps social entrepreneurs move from inspiration to implementation. It defines how a social enterprise creates, delivers, and captures both economic and social value. The model acts as a roadmap, guiding operations, partnerships, funding, and long-term growth.



The Social Business Model Canvas (SBMC) is an adaptation of the classic Business Model Canvas designed for social enterprises. It helps visualize how a venture creates both economic value and social impact. By mapping mission, stakeholders, value, and revenue, entrepreneurs can ensure that social goals are embedded in every aspect of their strategy.

## WHAT IS THE SOCIAL BUSINESS MODEL CANVAS?

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## THE NINE BUILDING BLOCKS

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**The SBMC consists of nine essential components:**

- 1. Social Value Proposition – What problem are you solving and for whom?**
- 2. Beneficiaries & Customers – Who benefits and who pays?**
- 3. Channels – How do you reach and engage them?**
- 4. Customer Relationships – How do you build trust and loyalty?**
- 5. Key Activities – What are your main operations and programs?**
- 6. Key Resources – What assets, people, or knowledge do you need?**
- 7. Key Partners – Who supports or amplifies your mission?**
- 8. Revenue Streams – How do you sustain financial stability?**
- 9. Social & Environmental Impact – What measurable change do you create?**



## SOCIAL VALUE PROPOSITION

The **value proposition** defines how your **enterprise creates positive change**. It must clearly **express** the social issue being addressed, the beneficiaries served, and the unique solution provided. A strong value proposition blends empathy with innovation, it resonates emotionally and practically.

### Example:

**“Providing affordable, sustainable housing for low-income families while creating local jobs.”**



## STAKEHOLDERS AND BENEFICIARIES



In social enterprises, the beneficiary (who benefits) and the customer (who pays) are not always the same. Building relationships with diverse stakeholders, from users and donors to partners and communities, ensures that your project remains inclusive and sustainable.



## KEY ACTIVITIES AND RESOURCES

To sustain your mission, define the activities that generate both social and financial value. This includes production, training, outreach, partnerships, and advocacy. Identify the resources , human, financial, and physical, that are essential for success.

### Examples of Key Activities:

- Delivering social services or products.
- Community education or awareness campaigns.
- Partner collaboration for scaling impact.



## PARTNERSHIPS AND NETWORKS

**Partnerships are crucial in social entrepreneurship. Collaborating with NGOs, municipalities, businesses, and universities can expand reach, share costs, and enhance credibility. Social impact grows when collaboration replaces competition.**

### Key Tip:

**Build “win-win” partnerships — where every partner contributes and benefits in line with the shared mission.**



# REVENUE STREAMS AND SUSTAINABILITY

A social enterprise must sustain itself financially to maintain independence and long-term impact. This means designing revenue streams aligned with the mission, such as product sales, training services, or impact contracts.

## Common Models:

- **Fee-for-service:** Selling socially beneficial goods or services.
- **Cross-subsidization:** Profits from one area fund social programs.
- **Membership or donation models:** Support from community networks.



## APPLYING THE SOCIAL BUSINESS MODEL CANVAS

The SBMC is not a one-time exercise, it's a living document that evolves with your project. Social entrepreneurs should review it regularly to adapt to new challenges and opportunities. By visualizing your model, you ensure that your social goals stay aligned with operational realities.

### Practical Tip:

Use sticky notes or digital tools like Miro or Canvanizer to collaboratively design and update your canvas.



## FROM INTENT TO EVIDENCE

Measuring impact helps social enterprises prove that their work creates real change. It builds trust with funders, partners, and communities, while guiding better decisions. Impact data transforms “good intentions” into evidence-based results that can be scaled.





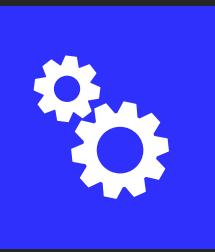
## UNDERSTANDING SROI (SOCIAL RETURN ON INVESTMENT)

SROI is a framework that assigns financial value to the social, environmental, and economic outcomes created by a project. It answers a key question:

**“For every €1 invested, how much social value is generated?”**

An SROI ratio of 3:1, for instance, means that each euro invested produces three euros' worth of social benefit.

## STEPS TO CALCULATE SROI



- Define scope and stakeholders – Identify who is affected.
- Map outcomes – Describe what changes occur (e.g., improved health, jobs).
- Evidencing outcomes – Collect quantitative and qualitative data.
- Assign value – Estimate the monetary value of outcomes.
- Calculate SROI ratio – Compare total benefits to total investments.
- Report and communicate results – Share findings transparently.



## CHALLENGES IN MEASURING SOCIAL IMPACT

While measurement is essential, social change cannot always be captured in figures. Emotional growth, community resilience, or empowerment may not fit into standard metrics. Therefore, combining quantitative (data-driven) and qualitative (story-based) evidence gives a fuller picture of success.

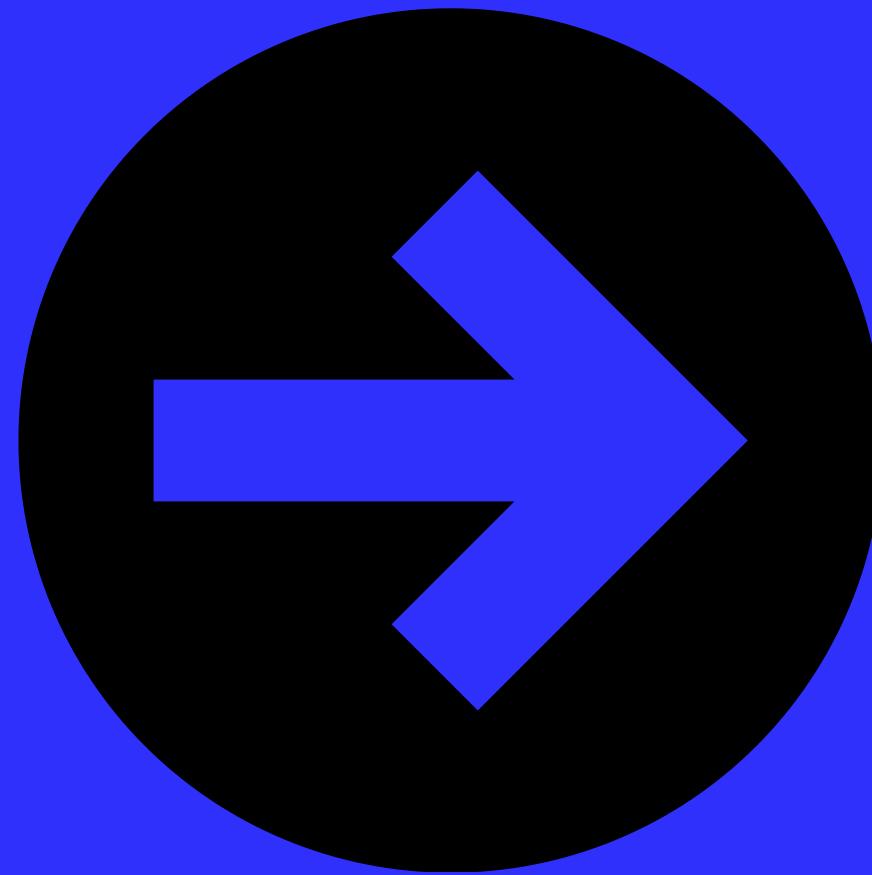


## MEASURING WHAT MATTERS

There are multiple frameworks and tools to evaluate impact:

- **Theory of Change:** Maps how inputs lead to long-term outcomes.
- **Logic Model:** Visualizes resources, activities, and results.
- **Impact Scorecards:** Simple tools for tracking progress.
- **ESG Metrics:** For organizations aligning with Environmental, Social, and Governance standards.





## TELLING THE STORY BEHIND THE NUMBERS

Impact communication builds transparency and trust. Use storytelling, data visualization, and testimonials to share how your work changes lives. Reports, social media, and annual summaries help attract investors, volunteers, and new partners.

## EXAMPLE: SOCIAL ENTERPRISE SROI CASE

A European social enterprise supporting youth employment calculated that for every €1 invested in training and job placement, it generated €4.50 in social value, through increased earnings, reduced welfare costs, and improved well-being. This SROI ratio helped secure new funding and policy support.

### Key Takeaway:

Impact measurement opens doors to credibility, investment, and growth.

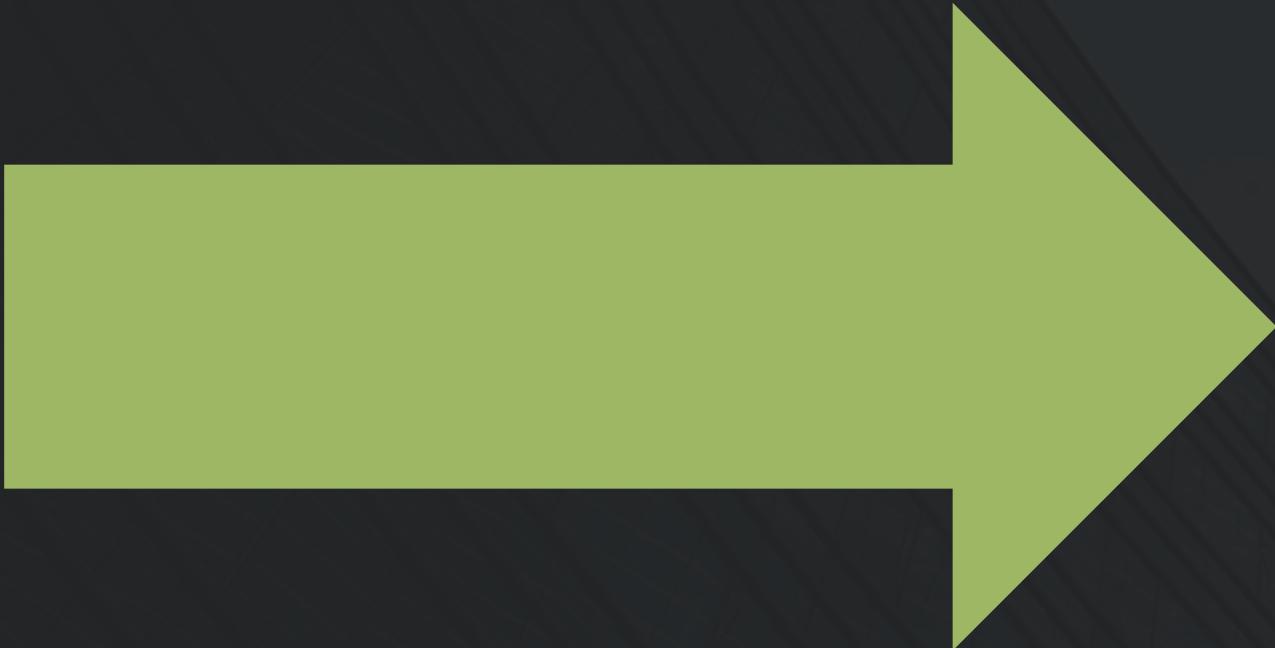


## BENEFITS OF MEASURING IMPACT

- **Strengthens trust among partners and funders.**
- **Improves program design and efficiency.**
- **Demonstrates accountability and transparency.**
- **Attracts ethical investors and donors.**
- **Builds evidence for scaling and replication.**

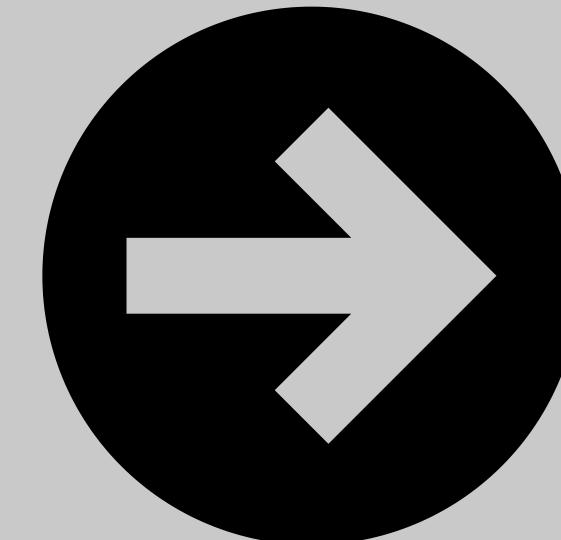
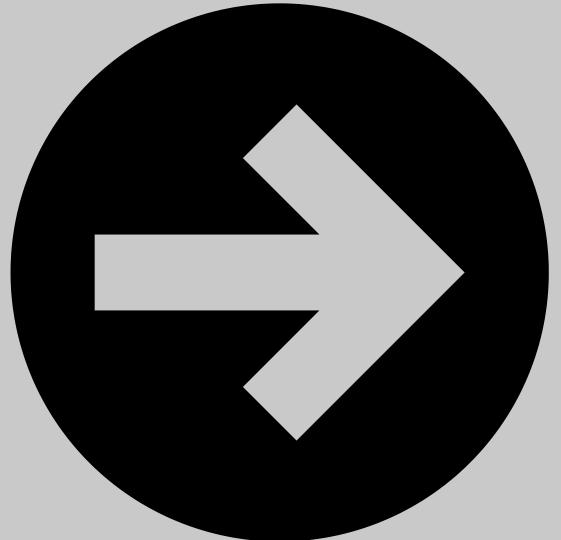


## WHAT MAKES A SOCIAL STARTUP SUCCESSFUL?



The most successful social startups share common features: a clear mission, solid business model, strong community ties, and effective storytelling. They continuously adapt to challenges, measuring impact while staying true to their purpose.

## EXAMPLE: RUBIES IN THE RUBBLE (UK)



This UK-based startup makes sauces and condiments from surplus fruits and vegetables. By combining sustainability with creativity, Rubies in the Rubble reduces waste while promoting ethical consumption.

### Impact:

- Thousands of tonnes of food saved.
- Awareness raised about waste reduction.
- Profitable, scalable business model.

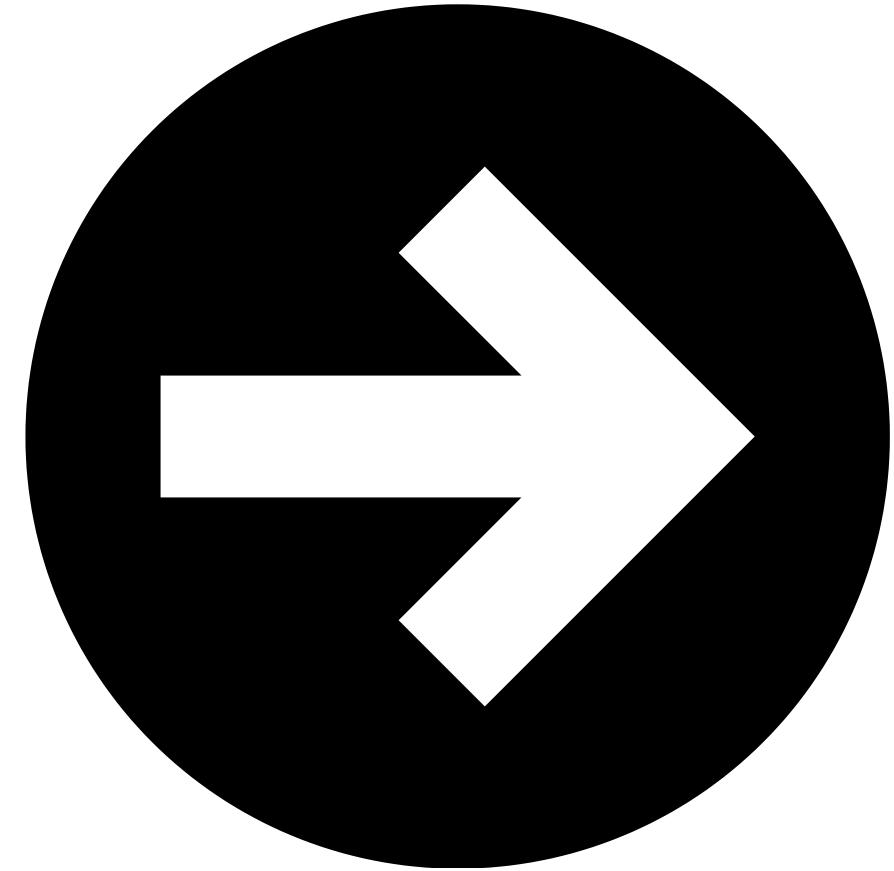


## EMPOWERING WOMEN THROUGH ETHICAL FASHION

**Saheli Women** is a social enterprise that collaborates with European designers to create ethical fashion while providing training and fair employment for women in rural India. It exemplifies global collaboration for social good.

### Impact:

- Employment and education for 70+ women.
- Sustainable textile production.
- Partnership model combining design and empowerment.



## BEST PRACTICE: COLLABORATION & CO-CREATION

**Social startups that co-create solutions with their beneficiaries, not for them, tend to achieve greater sustainability. Participation builds trust, ensures relevance, and strengthens local ownership.**



## BEST PRACTICE: SCALING IMPACT, NOT JUST SIZE

Successful social startups focus on scaling their impact, not necessarily their organization. They share methods, train partners, and collaborate across regions to amplify social change without losing authenticity.

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## LESSONS LEARNED

- Stay focused on mission and values.
- Combine innovation with community participation.
- Measure impact — learn and improve continuously.
- Collaborate instead of competing.



## REFLECTION: FROM IDEA TO MODEL

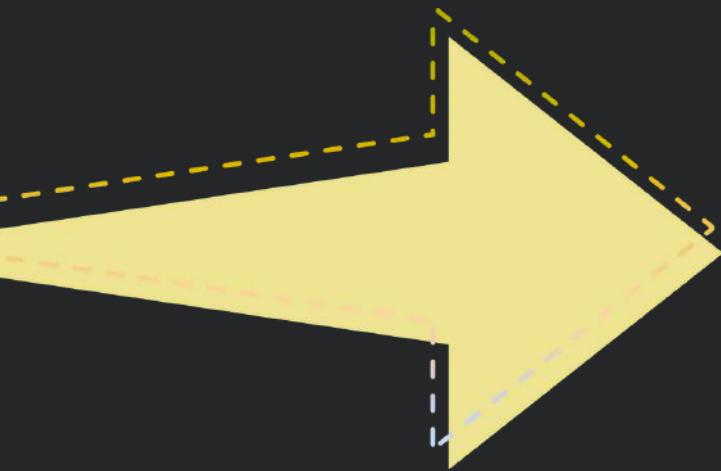
Social entrepreneurship is not just about ideas — it's about design, discipline, and delivery. The Social Business Model Canvas and impact measurement tools help transform purpose into action and sustainability.

## THE ROLE OF SOCIAL INNOVATION

Every great social enterprise starts with one simple question: "How can we do better for others?" Innovation is the bridge between empathy and action — and the key to building inclusive, sustainable economies.

## CALL TO ACTION

Use the tools you've learned to map your own social business model. Define your mission, identify partners, and plan your impact. You don't need to be a big organization to make change — just determined and thoughtful.



## FINAL MESSAGE

**“A social business is not defined by what it earns, but by what it gives back.”**

**“Design with purpose, measure with honesty, and grow with empathy.”**



# THANK YOU

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