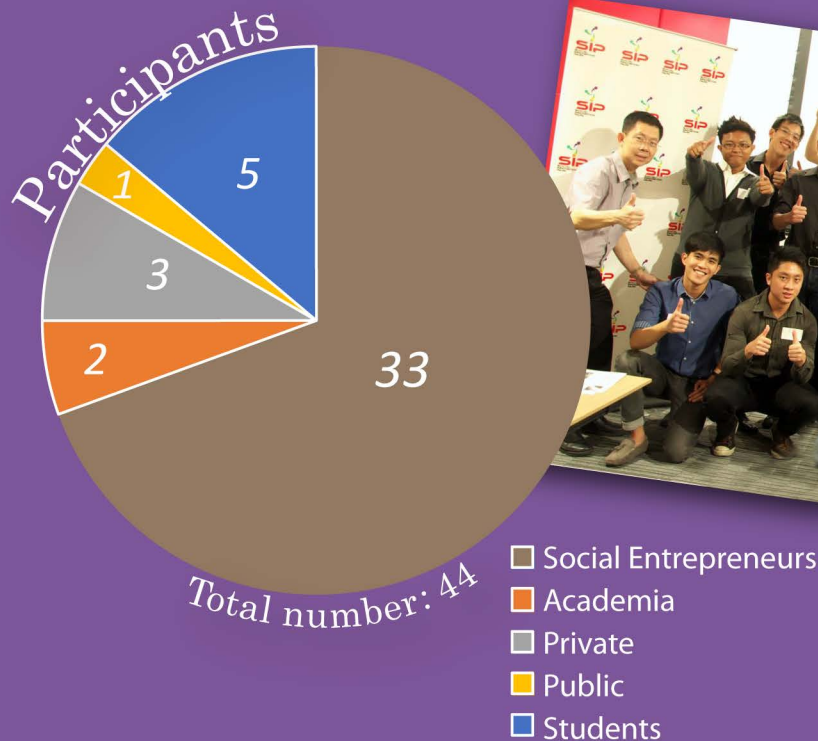


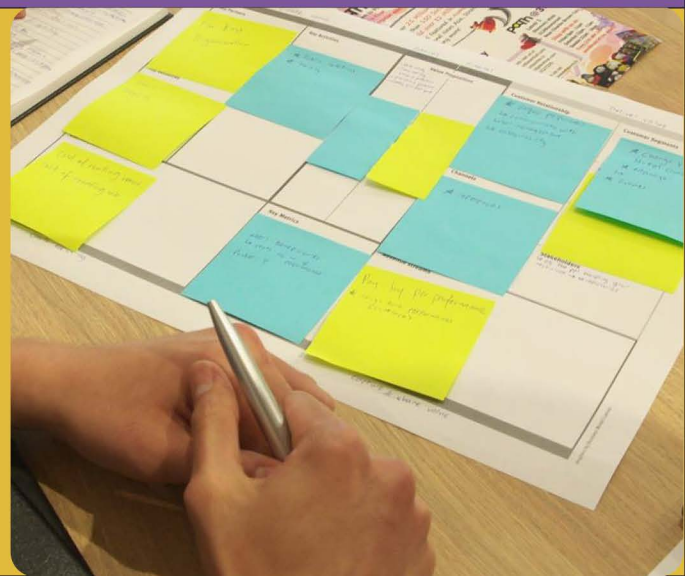
# Report on the Social Business Model Canvas Masterclass (9 April 2014)



## Key take-aways:

1. Ensure relevance to the market by truly understanding your customer/beneficiary requirements through clear definition of the problem and asking strategic questions in surveys
2. Effectively define and communicate your value proposition so as to create deep and sustained support
3. Use minimal resources to rapidly test your products and efficiently bring them to the market by building a Minimum Viable Product

The Social Business Model Canvas – the fun and iterative tool that enables an entire business model to be mapped on a single piece of paper and that encourages a non-static business model







Isaiah Chng, Director, Proage

Q: How do you identify your key metrics? Do you speak to your different customer segments?

A: Yes, you have to communicate different key metrics accordingly to the group you are talking to. When talking to your general stakeholders, you can use more broad metrics; but with your product users, you might want to use more specific numbers.



The speaker, Mr Uday Thakkar, founder, Red Ochre



Our young social entrepreneurs receiving guidance from Mr Uday Thakkar on their social business model canvases



Mr Uday Thakkar with Ms Penny Low, founder and president of Social Innovation Park



A classroom packed full of eager participants

# Feedback

Participants have rated the quality of the workshop.



100% of participants reflected that their questions were answered to their satisfaction.

Q: What did you like most about the workshop?

“ Too much theoretical information. More engaging activities would make the session more interesting.”

“ Time given to practice on the A3 size practice sheet was also "a bit too short". I felt it was just a "touch and go" experience.”

“Very relatable examples were given and shared.”

“I like the Group activity where I managed to crystalize my Social Enterprise Business through the given A3 size practice sheets.”

Q: What can be improved?



# Credits

Produced by:  
Social Innovation Park



Special Thanks to:  
Mr Uday Thakkar & Red Ochre



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Our Venue Partner, DBS Bank Limited

