

DEFINING YOUR BUSINESS MODEL
WORKBOOK

MISSION MODEL MARKET

Use this template to describe your mission, how it fits in the Mission Model Canvas, and its market focus.

**Description of
the Cause:**

**Mission
Orientation:**

Description:

**Model
Integration:**

Description:

Market Focus:

Description:

Enter the details of your enterprise in the Mission Model Canvas below. Don't worry about perfection - the details in your canvas will change over time as you develop your enterprise.

MISSION:				
IMPLEMENTATION		VALUE	MARKET	
Key Allies	Key Resources	Social Innovation	Customer Relationships	Channels
		Value Proposition		
	Key Activities		Consumer Benefits	
FINANCES				
Cost of Delivery		Community Reinvestment	Revenue Streams	