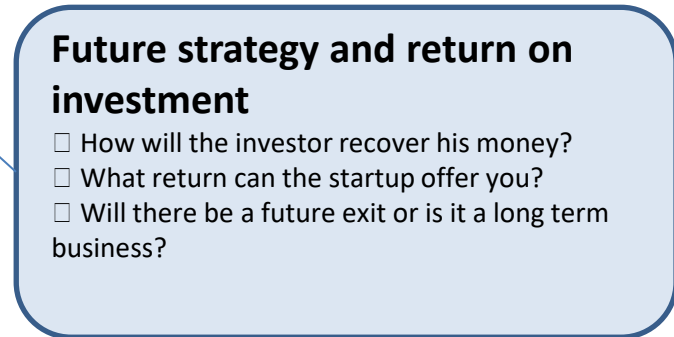
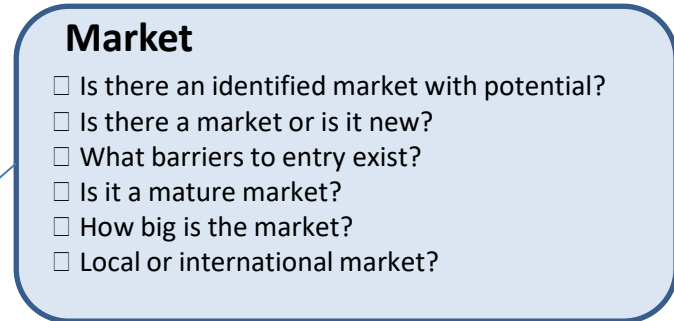
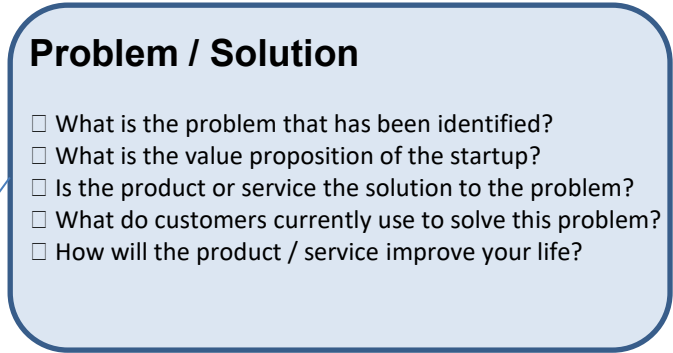
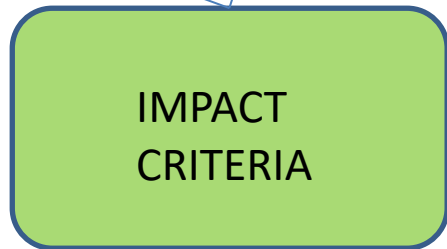
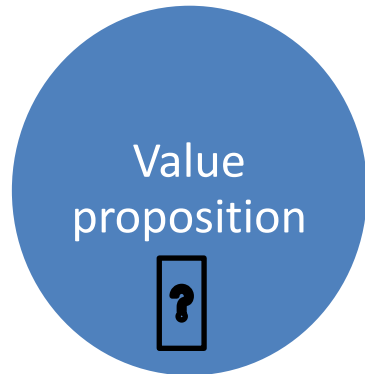


# SOCIAL IMPACT

Belen Suarez  
Blockhub.eu





## Window of Opportunity

- Is it the right time to launch this business?
- Why now and not later?
- How long is this opportunity going to be open?
- Are we the first players ?

IMPACT  
CRITERIA

## Problem / Solution

- What is the problem that has been identified?
- What is the value proposition of the startup?
- Is the product or service the solution to the problem?
- What do customers currently use to solve this problem?
- How will the product / service improve your life?

## Market

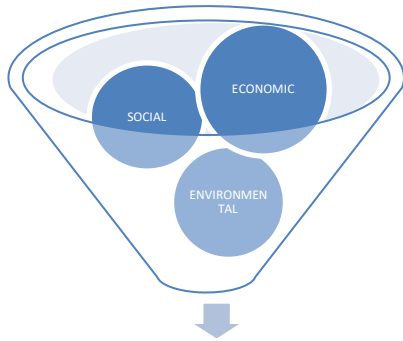
- Is there an identified market with potential?
- Is there a market or is it new?
- What barriers to entry exist?
- Is it a mature market?
- How big is the market?
- Local or international market?

## Future strategy and return on investment

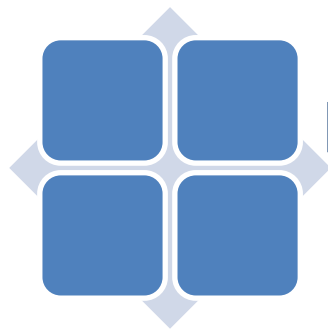
- How will the investor recover his money?
- What return can the startup offer you?
- Will there be a future exit or is it a long term business?

Value  
proposition

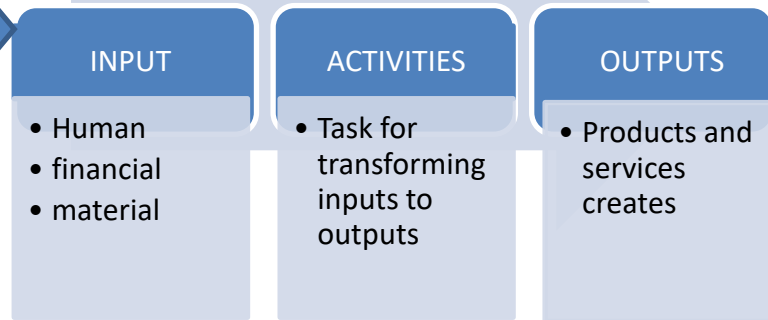




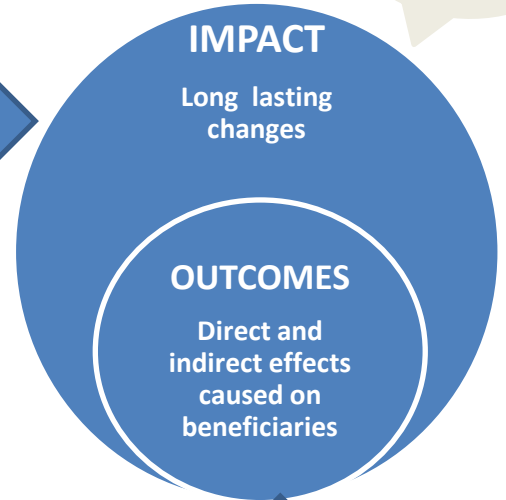
**NEEDS**



**OBJECTIVES**



EXOGENOUS FACTORS

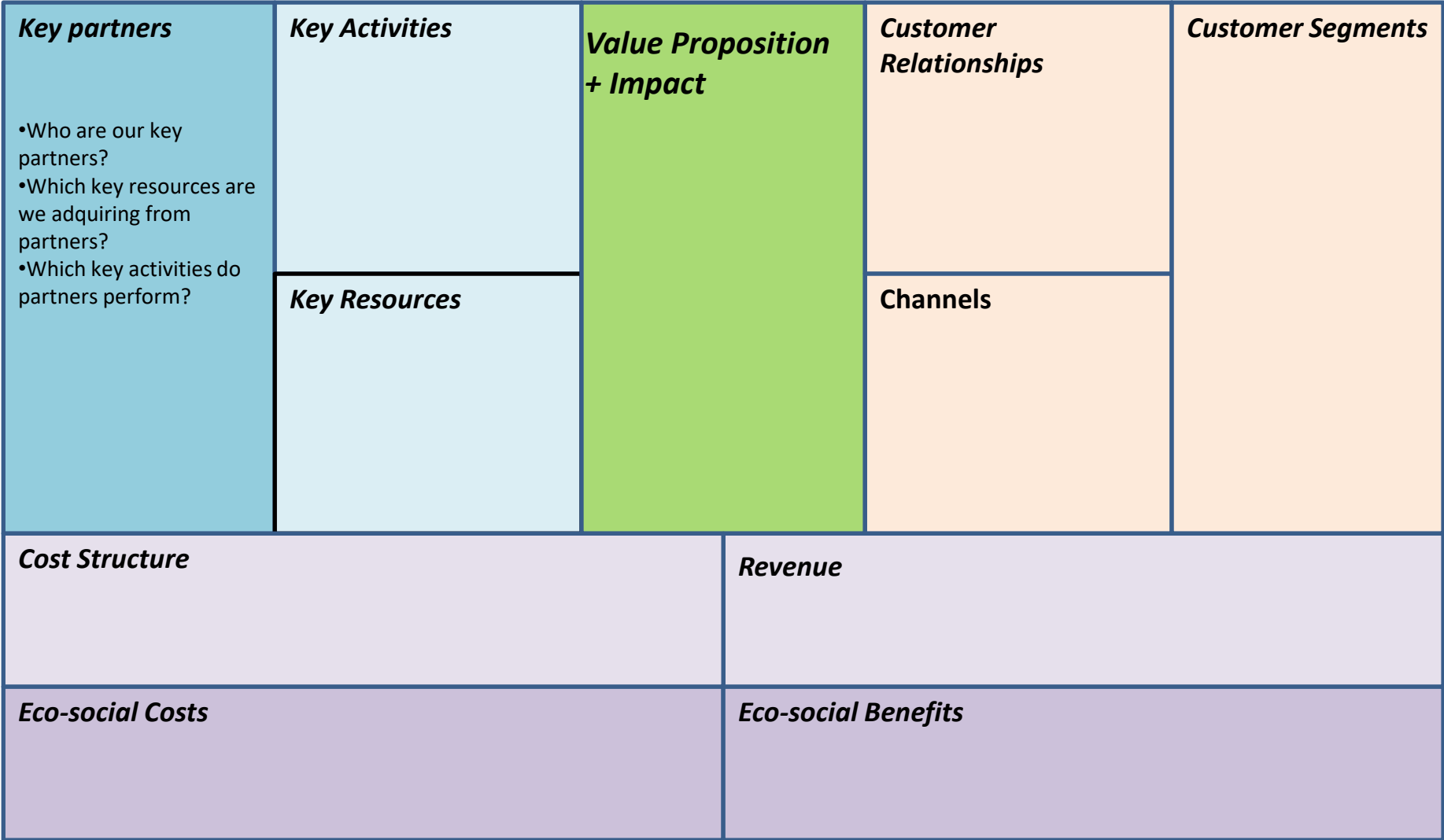


- Measurable
- Specific

**RESULTS**



# SOCIAL BUSINESS CANVAS



## **What is impact?**

Impact is a change in an outcome caused by an organisation. An impact can be positive or negative, intended or unintended.






## **How enterprises can manage their impact**

Any enterprise directly affecting people or the planet – whether a large multinational, a small business or a non-profit – can manage its impact.

## **How investors can manage their impact**

Managing the impact of an investment, or portfolio of investments, means taking into account the positive and negative impacts of the underlying enterprises/assets, as well as the investor's own contribution.

## THE FIVE DIMENSION OF IMPACT: WHAT, WHO, HOW MUCH, CONTRIBUTION AND RISK

Impact dimension	Impact questions each dimension seeks to answer
 <b>What</b>	<ul style="list-style-type: none"><li>• What outcome is occurring in the period?</li><li>• Is the outcome positive or negative?</li><li>• How important is the outcome to the people (or planet) experiencing them?</li></ul>
 <b>Who</b>	<ul style="list-style-type: none"><li>• Who experiences the outcome?</li><li>• How underserved are the affected stakeholders in relation to the outcome?</li></ul>
 <b>How Much</b>	<ul style="list-style-type: none"><li>• How much of the outcome is occurring - across scale, depth and duration?</li></ul>
 <b>Contribution</b>	<ul style="list-style-type: none"><li>• Would this change likely have happened anyway?</li></ul>
 <b>Risk</b>	<ul style="list-style-type: none"><li>• What is the risk to people and planet that impact does not occur as expected?</li></ul>

Perhaps this assessment it is difficult to make and depend of your attention

We can say that is invisible, the Invisible gorilla in your startup  
Let me propose an exercise as a break

as an entrepreneur, your business depends on attention

make sure your attention is focused on the right strategies to grow your business and achieve better results.

<https://synnovatia.com/business-coaching-bid-72525-strategic-coach-sees-the-invisible-gorilla-in-your-business/>

Their groundbreaking experiment, known as “The Monkey Business Illusion,” reveals much about our focus, our attention, our perceptions—just a few of the key elements that can either boost a business to success

The good new is that we have SDGs framwork




**SUSTAINABLE DEVELOPMENT GOALS**

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	