

THE OPPORTUNITY CANVAS



Analysis of an opportunity before developing a solution or a business idea. I

Activity Focus and Goals:

- Identify social challenges that could be approached through social entrepreneurship
- Understand the needs of the people affected by the identified social challenges
- Recognise opportunities where social impact and sustainable business can coexist.
- Encourage critical thinking about feasibility, challenges and impact of an idea

Materials Needed:

- A4 sheets with the drawn or printed Opportunity Canvas template
- Markers/Pens/pencils
- Sticky notes

Learning Objectives:

- Identify a social problem or unmet need in their community/Analyse who is affected and why the issue is important/Generate a potential solution that creates social value.
- Reflect on the potential impact

1. Have the participants sit in a big group and invite to reflect in the following questions: "What challenges do you see in your community?" and/or "What makes everyday life difficult for some people?" and/or "What issue would you like to help solve?". Write the ideas in a flipchart and leave it in a visual place (10 minutes).

2. Divide the participants in groups of 3-5 and ask each group to choose 1 challenge (10 minutes).

3. Tell them to explore each challenge (or as many challenges as they can in 20 minutes)

a. The problem (what is happening)

b. The affected (who the affected community is and their needs are)

c. Current situation (how are people currently dealing with the problem/the solution today)

d. Possible solution (what would it improve it? what activity/service would help)

e. Strengths (How can your skills or experiences contribute? who could support you?)

f. What obstacles might you face? What resources do you need to overcome?

g. Social impact (what positive change would your idea create?)

h. First action (what is the first step you could take?)

4. Share feedback (20 minutes) Participants share the challenges, solutions and desired impact.

(Self) assessment:

- *How did you feel about bringing solutions or common challenges?*
- *Was it hard to identify a challenge/problem?*
- *Did your own experiences influence your idea? How?*
- *What strengths did you realise you have?*

Resources and useful materials:

- The Opportunity Canvas Template (in page 2)
- Module 1 of the training course to get a general idea on Social Entrepreneurship

Notes, comments, recommendations for users (trainers/ learners):

- Do not consider this exercise as an opportunity to create a business plan but rather as one to integrate the lived experiences and skills as triggers to inspire meaningful social business ideas.

Opportunity Canvas

Title:

Date:

Users and Customers (What is the profile of community members that have the problem that your solution addresses?)	Problems (What community problems does your solution address What needs specifically?)	Solutions idea (List a specific idea. Describe it on how you imagine it right now.)	What will users do to get value? (Once the solution is offered to the community, what will they do? How will they get value from it? How will it improve the challenge and the effects it has on the community? Is this what they were hoping for?)	User metrics (How will you measure change/impact?)
Business challenges (How will all users of your solution impact your business? If your product doesn't solve problems, what effect will it have on your business? Negative impact? How much? Lower satisfaction? Loss to competitors?)	Solutions today (How is the problem being addressed today? Make a list of approaches, products services)		Adoption Strategy (How will the solution used to address the challenge?)	Business impact (What business performance indicators will be affected by the success of this solution, how do these change as a consequence of users actually using your solution?)
	Budget (How many resources do you need to bring your idea to life? Money, time, people? It is impossible to make an elaborate budget now, but an estimation is possible.			