Organisation Fact Find

Name of Organisation

Legal Structure: eg Charity, CIC, Community Organisation

Contact name:

Tel:

Address Organisation operates from:

Website:

Post code:

E-mail:

Mob:

Do you have public liability insurance in place?

Do you have employer liability or volunteer insurance in place?

**In outline**

***What is the overarching economic, social, cultural or environmental aim of your organisation? What change or impact does it aim to deliver?***

**The starting point for any plan is for us and the potential volunteers to understand the social and business model of the organisation.**

**We need to start at the same point to talk about the same thing in a shared language.**

**The initial answers you give to the following questions will help us to understand a little more about your organisation and how our project might fit with what you want to achieve.**

**Please make a few notes or bullet points after considering the following 10 questions.**

**There are no right or wrong answers here. Please don’t feel you need to write huge amounts or answer every question – bullet points are fine – we simply want to capture the main points.**

**The bullet points in grey are simply prompts – there is no need to answer any every question.**

**The 2 minute [video](http://businessmodelgeneration.com/canvas/bmc?_ga=1.210560848.47057847.1408025036) here explains the framework from which these questions come.**

**Please return this information as soon as possible**

**1. Customers**

***An organisation serves one or several customers eg paying customers, beneficiaries, funders etc. Can you list the customers you serve? What jobs are they tring to get done? What ‘pains’ do they need to solve to deal with or what gains are they trying to make?***

**2. Value Proposition**

***An organisation seeks to solve customer problems and satisfy customer needs with bundles of products or services caled value propositions. Of the customers above can you describe briefly what you offer to help the, with the jobs they need to get done, the pain they need to fix or the gains they want to create?***

**3. Channels**

***Value propositions are delivered to customers through communication, destribution and sales channels. For all customers mentioned in 1.how and where do you deliver this value?***

***Eg how do you raise awareness of your products and services? How does the customer access? How do you deliver?***

**4 Customer Relationships**

***Customer relationships are established and maintained with each customer group.***

***What type of relationships do you have with each customer group?These can range from personal assistance (hman interaction), dedicated personal assistance (1-2-1), self service,automated, communities. Relationships may be driven by the folllowing motivations (customer acquisition, customer retention, boosting sales)***

**5. Revenue Streams**

***Revenue streams result from value propositions successfully offered to customers. From which sources do you generate revenue? Are your revenues one time or reoccurring? For what do customers currently pay? How does each revenue stream contribute to overall revenues?***

**6. Key Resources**

***These are the most important assets or resources needed to offer and deliver the elements in 1-5 above. They can normally be broken down as human, intellectual, financial and physical. Broadly speaking what are they key resources you need to deliver to your customers?***

**7. Key Activities**

***Which key activities do you need to be really good at to deliver value to each customer group? Eg production activities, problem solving activities or platform/network management. What are they in outline?***

**8. Key Partnerships**

***Some activities are outsourced and some resources are acquired outside the organisation. Organisations create alliances to optimise business models, reduce risk or acquire reqources. These partnerships can be:***

***Strategic – alliances between non-competitors***

***Co-optive – strategic partnerships with competitors***

***Joint venture – to develop new businesses***

***Buyer supplier – to assure reliable suppliers***

***Can you list the key partnerships that help you to leverage your business and social model?***

**9. Cost Structure**

***The elements 1-8 result in the cost structure. What arethe headlines on the main costs to deliver value to customers? What things do you need to pay for?***

**10. Thinking about the Summer Social Innovation project ,can you outline a challenge or problem your organisation is currently facing that a group of students might explore for the duration of the four week project?**

**What difference might it make to the organisation and or its customers if possible solutions to this problem or challenge could be found?**

**Having outlined the challenge, if you were to reframe this as a design challenge or question, it might look like this…**

**‘How might we…………………….. to change / imporve / deliver…………’**

**Please reframe your challenge as a design question below**

**‘ ‘**

Completed by (Name)

Date

Please return this form to [k.jackson@lancaster.ac.uk](mailto:k.jackson@lancaster.ac.uk) We expect to come back to you as soon as possible If we have further questions we will be in touch.