

Channels



■ Description:

- This building block identifies how the social venture or program will interface with the customers and/or beneficiaries. Channels are generally distinguished by the amount of control and scale of the interaction method. The spectrum of control can be as removed as using partners exclusively for any customer or beneficiary activity, all the way through owning all of the interaction in the form of direct support, services and sales. Companies or programs can have multiple channel strategies for either Customers or Beneficiaries. This building block is strongly associated with Stakeholders, Stakeholders Relationship, Magnitude and profit (Revenue Streams and Costs) model.

■ Design Prompt(s):

- What channels are necessary for initial adoption of your value proposition?
- What channels are most likely to reach your customers? Your beneficiaries?
- What channels are necessary for retaining and growing your customer and beneficiary stakeholders?
- What channels are cost effective and achieve optimal revenue (or earned income) streams.
- What channels are needed at different points of the sales cycle?

■ Design Process Note(s):

- Channel strategies are not static and evolve over the lifecycle of a business or program.
- Different channels can be utilized at different points of the sales cycle.