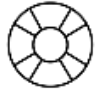


## Costs



- **Description:**
  - The Costs building block describes the expenses that significantly affect the business or program design. Key Costs are often associated with Key Activities, Key Resources, Value Propositions and Magnitude. Most social ventures or programs will have both fixed and variable Costs. Prioritizing the Costs in a hierarchy may support future strategic decisions, shape operational oversight and help inform investment fundraising strategies.
  
- **Design Prompt(s):**
  - What are the critical expenses that your social venture or program will incur to start operating and gain stakeholder traction?
  - What are your long-term cost drivers?
  - What are the most expensive aspects of running your business or program?
  - Which costs will decrease over time if you scale?
  
- **Design Process Note(s):**
  - The Costs building block can help inform the development of your financial model, but should be kept at a higher level.