**A. VALUE PROPOSITION**

1. What value are you creating? (How are you solving a problem, satisfying a

need, or delivering benefits in a new way)?

1. Why is your solution better in meeting an unfulfilled need?
2. *(Relevancy, quantified value/benefits, unique differentiation/ competitive*

*advantage, ...)*

1. Have a value proposition for each stakeholder segment

**B. COST STRUCTURE**

a. What are the most important costs inherent in your business model and how

can you work to drive them to a minimum?

b. (Salaries, costs of production, customer service, evaluation, ...)

**C. INTENDED IMPACT**

a. How much of the identified need are you holding your venture accountable to

meet and in what timeframe? (Supported by a theory of change and logic model)

Social Innovation Business Idea

Our Social Innovation Idea is to implement a program where we are able to provide tutoring and dinner to underprivileged and impoverished students. This is solving the problem of students leaving school, but not being taught further outside of school. These students would be students who go home after school, and do not have the parents or guardians to help them do their homework or further their education/ knowledge on the material that was covered while in school. Often times these students parents aren’t home or maybe they don’t know the material themselves to help their child, they also don’t have the monetary income to pay for a tutoring program or maybe they don’t even have the transportation and their kid is simply picked up and dropped off by the school bus to get home. These students also may not be eating properly and is longing for their next meal at school.

Our program would provide transportation for those students who don’t have it, a snack right after school, tutoring, and a meal at the end. This would ensure that the students are taught and fed after they leave school. We chose this program because we all understand how important it is to learn after school hours, and how important it is to have someone there rooting for you while you’re learning. A Support system outside of school is very important to the betterment of one’s educational career. We also acknowledge the fact that some students do not have the resources for a meal and extra help after they leave school, so we would like to step in and solve this problem for these particular students.