

# Impact Canvas examples

# The Impact Canvas – Pet Food Co

## Anchor Purpose

Homeless individuals often have lengthy periods of unemployment and significant barriers to entering the workforce. [Parent Nonprofit] created [Pet Food Co] as a scalable venture that could create multiple employment and training opportunities and bridge the gap back to regular employment.

Key Partners	Key Activities	Value Proposition	Customer Relationships	Key Customers
<p>[Retail Co] and large chain petfood retailers                      REDF technical assistance and marketing help                      Store managers as they represent our in-the-moment link to customers                      Transitional Employees – our story and our workforce                      Distributors to help us reach more customers                      [Retail SE] and other potential bulk purchasers</p>	<p>Manufacturing, baking and packaging pet food                      In-store sampling and marketing                      Shipping and delivery                      Training and job placement embedded in all these activities</p>	<p>Our delicious dog-approved treats are healthy for Janet’s dog, align with her own shopping preferences (organic, gluten-free, no preservatives), and our social mission is an additional differentiator. Janet gets love from her dog and feels like she is also making a societal difference.                      Socially conscious businesses want high quality products in bulk that meet their price point but also have a social business that aligns with the branding.</p>	<p>Engage customers through compelling social mission – communicated on packaging, via social media and by building relationships with staff at stores/ distributors</p>	<p>“Janet” – a health conscious, affluent dog parent who takes their pet to the store with them and reads the labels on all products.</p> <p>Socially conscious businesses looking to purchase bulk dog treats for their re-branding purpose</p>
Costs		Revenue		
<p>Key costs are ingredients, packaging and staff.                      We are working to drive the first two down by purchasing in bulk and getting more efficient material.                      We don’t want to drive staff cost down but we are securing wage subsidies to offset the cost.</p>		<p>Our most selling size is \$10 per bag in direct customer sales, while it can go down to \$7 per bag in wholesale channels.                      Social costs are covered by grants and new machinery has been funded by major donors.</p>		
Key Differentiator		Magnitude		
<p>Our premium and high quality products – human-grade, vegan ingredients with no artificial additives                      Our social mission</p>		<p>Employing 6 transitional employees at any given time</p>		

# The Impact Canvas – Landscaping Co

## Anchor Purpose

Ensure all justice impacted parents in Chicago have the skills, access, agency, and connections to lead and nurture their families

Key Partners	Key Activities	Value Proposition	Customer Relationships	Key Customers
Social service agencies and parole office (for transitional employment program) Youth center (for childcare) Botanic garden and conservatory (for training and internships)	Training, product development, sales, seasonal inventory management	Consistent Landscaping / lawn maintenance and design On-trend design consultations for all Chicago seasons	Consultations help develop relationships with the customers Customer can get service reports, review new products and request new products/services via our online platform	Homeowners in Chicago with a front and back lawn Chicago businesses with seasonal landscaping needs Design-conscious homeowners in Chicago
	Key Resources		Customer Channels	
	Greenhouse – on-trend retail products Design techs Transportation		Word of mouth is our most important growth channel To accelerate word of mouth, we implement a referral program We advertise in local facebook groups	
Costs		Revenue		
Staff (wages) Inventory and raw materials (COGS) Overhead (office space, insurance, equipment, etc)		\$150/month seasonal maintenance \$1k - \$5k / custom landscaping design \$20 - \$150/retail product		
Key Differentiator		Magnitude		
Our focus on urban conservation / biodiversity Providing one stop shop access Being a year - round service provider		Increase family income 2x within 6 months		