

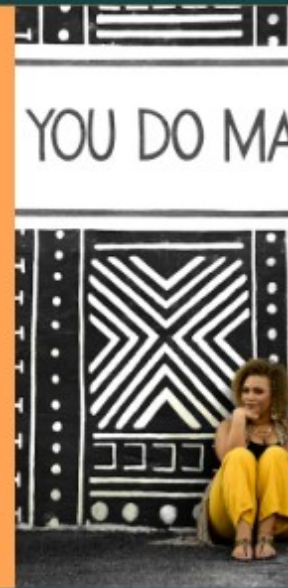


Value Proposition & Impact indicator

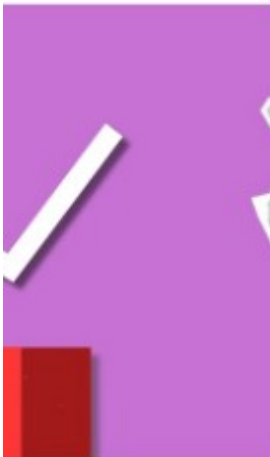
Focuses on customer satisfaction and market demand.
Sales revenue, growth rate, customer acquisition costs (Prahalad & Ramaswamy, 2004)

Value Proposition & Impact indicator

Focuses on social, environmental, and cultural outcomes.
Community engagement, environmental indicators, stakeholder involvement and satisfaction (Pol & Ville, 2009)



REVENUE



Revenue Models

Traditional revenue streams like sales, service fees, and investments.

Revenue Models

Diverse funding streams like grants, donations, and social impact investment (Defourny & Nyssens, 2010)



Stakeholder Engagement

Stakeholder Engagement

