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Social Entrepreneurship Canvas: A Visual Framework for Managing Commercial and Social Value Propositions

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Abstract: The purpose of this paper is to develop a framework that visualizes the interplay between the management of a social enterprise's commercial and social value propositions. Drawing from Osterwalder and Pigneur's Business Model Canvas (2010), visual frameworks help practitioners to better understand, frame, and devise strategies for their enterprises. Given the challenges of blending both commercial and social values (Emerson, 2003), it is a vital contribution for and scholarship to have an easy-to-understand yet theoretically sound framework.

This study capitalizes a critical literature review methodology, grounding theory building on Austin, Stevenson, and Wei-Skillern's 'social entrepreneurship framework' (2006) and performing synthesis with other frameworks and studies (Michelini & Fiorentino, 2012; Osterwalder & Pigneur, 2010; Yunus, Moingeon, & Lehmann-Ortega, 2010)

This paper potentially lays out the foundations for further studies, in which the author invites practitioners and scholars to test and refine the proposed 'social entrepreneurship canvas'. Through this endeavour, the author aims to move a step further in bridging the theory-practice gap in the field of social entrepreneurship.

Key Words: social entrepreneurship canvas, business model canvas, social enterprise, social entrepreneurship, business model