

The Redemptive Business Canvas™

NAME/PROJECT: _____

VERSION: _____ DATE: _____

→ *Serve Through Sacrifice*

→ *Renew Culture*

→ *Bless People*

☐ Redemptive Checkbox

Leadership			Strategy		Operations		
Vision The ideal, restored state of reality ☐			Marketing The narrative that motivates behavior change ☐		Sales The tactics that will achieve adoption ☐	Production The process of creating and distributing goods and services ☐	Finance The strategy that facilitates resource management ☐
Mission The focused contribution towards the vision ☐			Value Proposition The overarching point of differentiation ☐				
Core Values The behaviors that embody the mission ☐							
Problem The lack experienced by the target audience ☐	Solution The approach to addressing the problem ☐	Target Audience The group that the solution is designed to serve ☐	Management The organizational design that holds the business together ☐		Team The roles required to operationalize the business ☐	Systems The infrastructure that enables business functions to operate ☐	

Key Metrics:

Redemptive Impact Restoration for the community

Financial Sustainability Fiscal health for the business

Stakeholder Flourishing Well-being for the individual