Name:
Date:
Version:

CULTURAL VALUE SCAN

Vlaanderen
verbeelding werkt

cultuurloket
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WHY?	WHAT SETS YOU APART?	FOR WHOM?	WHAT?	HOW?

Mission

How are you making the world a better place?

Value Proposition

Clients (and partners)

€ 🍞 ←

Activities

Which specific products and services do you offer to your customers and what is their price?

Financing mix

€ 🍞 ←

Value propositions

How are you making the world better for the customer?

Customers

Who pays for your services and uses them?

○

○ **Self-generated income**

Sales, buyouts, subscriptions, venue rental, merchandise, crowdfunding ...

○ **Contributions**

Contributions to the mission, patreon, friends of ...

How are you making the world better for the beneficiary?

Beneficiaries

Who needs your services but cannot afford them?

○

○ **Sponsorship**

○ **Subsidies**

European, national, regional, local ...

How are you making the world better for the donors?

Donors

Who provides money so others can use your services?

○

Loan € ⟳

Suppliers € 🍞 →

Intermediaries

SUCCES = IMPACT

SUCCES = SATISFACTION

SUCCES = PROFIT