

Canvas



Project

Date

1. Problem

Briefly describe the social problem addressed by the project or activity (product, study, grant/sponsorship, etc). Max. 100 words.

2. Solution

Describe the solution that you have devised (project/product/activity). Max. 100 words.

3. Target audience/market

Describe and characterise the target audience/users. Max. 100 words.

4. Impact

Describe the added value of the project.

A - What direct value/benefits does the project or activity have for the target audience? Max. 60 words.

B - What is the societal value of the project or activity; what public interest does it serve? Max. 60 words.

C - What quantitative and qualitative impact is sought within 5 years; what constitutes success for this project/activity? Max. 60 words.

5. Context

In what respects is the solution provided by the product or activity better or more sustainable than the existing alternatives? Max. 60 words.

6. Marketing and communication

What channels and communications media are used to reach the target audience? Max. 60 words.

7. Assumptions

What assumptions are made, for example about how the product, application or activity will contribute to bringing about the desired change? Max. 60 words.

8. Input

What input is required for the project to succeed? Inputs to be considered include funding, human resources, partnerships, consultancy, etc. Max. 60 words.

9. Financial sustainability

How will the project be made financially sustainable; what will be done to secure financial sustainability? Max. 60 words.