

Business Model Canvas

(Adapted for Mission-driven Organizations & Projects)

Designed for:

Designed by:

On:

Iteration #

Key Partners

Who are our Key Partners?
What resources will they provide?
What key activities do they perform?

Key Activities

What Key Activities are needed to deliver our product/service and sustain operations? (E.g. marketing, outreach, training, research, service delivery)

Value Propositions

What value or benefits does our program offer our different users or customers?

User/Customer Relationships

(Customer Relationships)

How do we...
GET people to use our product/service?
KEEP them coming back?
GROW their engagement or investment?

User/Customer Segments

(Customer Segments)

Who are our most important users & customers?
Which will be our early adopters?

Key Resources

What Key Resources do we need to sustainably deliver our product or service?

Channels

How do we provide ongoing communication, support, and awareness about our product or service?
How do we deliver our product or service?

Cost Structure

What are the costs (consider \$, time, space, etc.) inherent in our business model?

Measurable Impact & Outcomes

What non-financial value are we creating and who does our investment benefit?
NON-FINANCIAL OUTCOMES: behavior change, social impact, mission-related milestones, etc.

Revenue Streams

What are our programs incoming revenue streams (e.g. revenue--fees, membership dues, point of sale transactions; monetary support--program funding, donations, or grants; non-monetary support--donations of time, expertise, materials, etc.)