

Mission Model Canvas

<p>Key Partners</p> <p>Which outside partners or suppliers do you need to perform the activities that you cannot complete internally?</p> <p>Are they new or existing?</p>	<p>Key Activities</p> <p>What activities need to be completed in order for the value proposition to be realized.</p> <p>What is crucial?</p>	<p>Value Proposition</p> <p>What are you offering them?</p> <p>What problem are you solving for them? Or in other terms: What pains are you solving and how?</p> <p>What gains do you give them?</p>	<p>Buy-In/Support</p> <p>Whose buy in is needed to deploy the product?</p> <p>What's required to support it once deployed?</p>	<p>Beneficiaries</p> <p>Who are the beneficiaries/ customers/ stakeholders are you serving?</p> <p>Are they inside or outside your organization?</p> <p>Which jobs do they really want to get done?</p>
	<p>Key Resources</p> <p>Which internal resources do you need to perform the activities?</p> <p>Are they new or existing?</p> <p>Resources are separated into Physical, Financial, Human, Government, and Intellectual</p>		<p>Deployment</p> <p>What will it take to deploy the product/ service from the current MVP to widespread use?</p> <p>What constitutes a successful deployment?</p>	
<p>Mission Budget/Costs</p> <p>What is the resulting cost structure? Which key elements drive your costs?</p> <p>How will the timeline of deployment affect the timing of financial resources?</p>		<p>Mission Achievement</p> <p>How do your beneficiaries measure Achievement?</p> <p>How do those you need Buy-In and Support from measure Mission Achievement?</p>		