

1 NAME OF THE ORGANISATION

2 OVERALL MISSION STATEMENT
Describe organisation's overall mission.

3 CORE CHALLENGE
Define the core problem(s) you aim to solve. Include supporting data, if applicable.

4 VALUE PROPOSITION / SOLUTION
Describe the proposed solution to address your identified challenge.

5 COMPETITION OR ALTERNATIVES
Are there existing competitors or alternatives on the market for your proposed solution? If yes, what is your competitive advantage?

14 KEY INDICATORS
Which indicators (both financial and non-financial) measure the project's success?

6 USERS & STAKEHOLDERS
Describe how they are engaged at different stages of the project.



USERS
Describe the key target groups for your solution (e.g., users, customers, clients, beneficiaries, etc.).

STAKEHOLDERS
Describe the key stakeholders with whom the solution will be developed (e.g., delivery partners, service providers, funders, etc.).

7 RELATIONSHIPS
How do you build long-term relationships with your users and stakeholders?

8 CHANNELS
Which existing or new channels you plan to use to get your solution to your target groups?

9 KEY ACTIVITIES
Describe the key activities to implement or deliver your solution. What are the key steps in this process?

10 KEY RESOURCES
Describe key internal and external resources required in this process.

☒ **AVAILABLE RESOURCES**

Human:
Intellectual:
Financial:
Physical:
Technological:

☒ **CURRENTLY NOT AVAILABLE RESOURCES**

Human:
Intellectual:
Financial:
Physical:
Technological:

11 MONEY IN
How will you earn from the value proposition? What are the non-financial benefits of the solution (e.g., environmental, social)?

REVENUE MODEL(S)
Select all relevant revenue models.

☐ PUBLIC FUNDING	☐ ADVERTISING
☐ TRANSACTION	☐ COMMISSION
☐ SERVICE MODEL	☐ MARKUP
☐ SUBSCRIPTION	☐ PAY-PER-USE
☐ FREEMIUM	☐ LICENSING
☐ DONATIONS	☐ BROKERAGE
☐ CROWDFUNDING	☐ DYNAMIC PRICING
☐ SPONSORSHIP	☐ OTHER

12 MONEY OUT
What are the most important costs inherent to your solution / value proposition?

13 LONG-TERM STRATEGY
After a successful implementation, describe possible next steps or future iterations of the solution.