

## Mission Business Canvas Model

(Helps you visualize where your time, money and energy are going and how it flows through your organization to create value)

### Operational Level – Back Stage

### Engagement Level – Front Stage

<b>Key Partners</b> <ul style="list-style-type: none"> <li>Who are our key partners?</li> <li>What strategic alliances do we need to forge to help us operate?</li> <li>What resources are we acquiring from our partners?</li> <li>What activities do our partners perform?</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>What key activities does our value proposition require?</li> <li>What do you do to engage audiences and the world at large?</li> <li>Our Distribution Channels?</li> <li>Customer Relationships?</li> <li>Revenue Streams?</li> </ul>	<b>Value Proposition</b> <ul style="list-style-type: none"> <li>What is our mission?</li> <li>What is our unique solution to the problem at hand?</li> <li>What value do we deliver to customers?</li> <li>Which one of our customer's problems are we trying to solve?</li> <li>What customer needs are we satisfying?</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>What bonds do we need to make and retain with our stakeholders/customers?</li> <li>How do they need to work with us to help create the outcome we want?</li> <li>What type of relationships does each of our Customer Segments expect us to establish and maintain with them?</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>For whom are we creating value?</li> <li>Who are our most important customers?</li> <li>Who are our stakeholders? <ul style="list-style-type: none"> <li>Investors</li> <li>Volunteers</li> <li>Donors</li> <li>Participants</li> <li>Customers</li> </ul> </li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>What are the things that we need to perform our activities?</li> <li>What key resources does our value proposition require?</li> <li>Our distribution channels, customer relationships, revenue streams?</li> </ul>	<b>Constraints</b> <ul style="list-style-type: none"> <li>What are the constraints that we need to work within?</li> <li>How will it affect each component of the canvas?</li> </ul>	<b>Implementation/Rollout</b> <ul style="list-style-type: none"> <li>How will we reach our customers?</li> <li>Where will we find them?</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>What are the most important costs inherent to provide our programs and services?</li> <li>What resources are the most expensive?</li> <li>What activities are the most expensive?</li> </ul>		<b>Revenue</b> <ul style="list-style-type: none"> <li>For what value are our customers willing to pay?</li> <li>For what do they currently pay?</li> <li>How are they currently paying?</li> <li>How would they prefer to pay?</li> <li>How much does each revenue stream contribute to the overall revenue?</li> </ul>		

Adapted from Alexander Osterwalder's Business Model Canvas