

BUSINESS PLANNING CANVAS

IDEA

In ten words or less, what is your idea?

AUDIENCE

END USERS

Who is your primary end-user?

What is the size of your end-user audience? (Market potential.)

Do you have a secondary audience? If so, who?

OFFER

Why would your end-user be interested in your offer?

What value does it bring to your end-users' lives?

What needs does it satisfy?

IMPACT

What impact do you hope your idea will have on your end-user?

How does your idea disrupt the trend of unintended teen pregnancy?

PROTOTYPING

How have your end-users and others responded to your idea?

How have they influenced it or made it better?

What about the idea still needs further vetting and input?

SUCCESS

MEASUREMENT

How will you measure the impact your idea is having?

What does success look like?

How will you know when and if your idea is worth scaling?

PROMOTION

How will you create demand and excitement for the product or service?

How will you create acceptance for it among the general community?

PARTNERS

What partners are necessary to successfully bring your idea to life?

What distributions channels are necessary to success?

What or who makes up the eco-system of support this idea will need?

BARRIERS

What potentially stands in the way of your idea's success?

Who or what wouldn't want your idea to succeed?

Who or what might perceive your idea as competition or as a threat?

STRENGTH+STRETCH

How does your idea leverage PSI's core strengths and assets?

How will it stretch PSI and go beyond its core competencies?

How might it work with other emerging or existing PSI ideas?

SUSTAINABILITY

COST STRUCTURE

What costs are associated with developing the idea? Implementing it?

What are your fixed costs? Your variable costs?

How might the costs be more efficient when the idea is scaled?

REVENUE STREAM

What about your idea might generate revenue?

What about it might end-users be willing to pay for?

How might your idea become financially sustainable?

MOVING FORWARD

NEXT STEPS

What are the recommended next steps for your idea?

What are the key milestones between now and taking it to pilot?

What is the plan to continue to learn about this idea's viability?

1-3 Months

3-6 Months

6-12 Months

1-3 Years

3-5 Years

STOP/START/KEEP

What does PSI need to *stop* doing to make this idea flourish?

What does PSI need to *start* doing?

What does PSI need to *keep* doing?