

Mission Canvas

Adapted from the Lean Canvas Template, this tool is basically a 1-page business plan. It will help you to visualise all the essential elements of your plan without too much complexity. It's a practice and concise way to present your idea. You'll notice that this canvas is geared to generate a sustainable initiative, rather than a subsidised, one-off project.

Problem/Need	Solution/Response	Unique Value Proposition
	Key Metrics	
Existing Alternatives	Channels/Path	Unfair Advantage
	Customer Segments	Early Adopters
Cost structure/Expenses		Funding Sources/Revenue

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