Mission Model Canvas

Project title:

Created by:

Date:

Key Partners 🤝

Which persons and organizations can support your project and act as intermediaries?

Key Activities 🎨

What are the three main activities needed to create/realize your project?

Key Resources 🏭

Which three skills and resources are central to the implementation of your idea?

Value Propositions 🎁

How do you explain your project to a stranger in 1 minute?

Customer Relationships 💚

How do you actively involve your community in your project (beyond just looking/listening)?

Channels 📱

What channels will you use to reach your community? How will the target group find out about your project?

Customer Segments 👫

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Cost Structure 🧾

What costs do you expect to incur to realize your idea?
What are the costs?

Revenue Streams 🌿

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?