Project Model Canvas (PMC)

Key partners

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- 1. Who are our current partners?
- 2. What key activities are performed by these partners?
- 3. What are the positive outcomes we bring to our partners?
- 4. Do our current partners share our values?
- 5. Who are your potential partners?
- 6. Do the potential partners share similar values?
- 7. Aside from partners, which stakeholders can influence or be influenced by our project?
- 8. How do we envision the management of these stakeholders?

Key activities

- 1. Which activities are necessary in delivering our:
- a. Value proposition?
- b. Distribution channels?
- c. Customer relationships? Customer service?
- d. Revenue streams?



Key resources

- 1. What are the key internal resources (HR + materials) that are necessary in executing the activities aligned with our:
- a. Value proposition?
- b. Distribution channels?
- c. Customer relationships? Customer service?
- d. Revenue streams?
- 2. Who are our external suppliers (current or potential)?
- 3. Do they share our values?

Value propositions

- 1. Why bring this project to life? (motivations, values, desired impact)
- 2. For each customer segment identified:
- a. What are the inconveniences that we diminish with our customer experience?
- b. What are the advantages of our customer experience?
- c. What values do we bring to the customer experience?
- 3. In the current market, who offers similar value propositions?
- 4. Define how your value proposition is distinctive of what is currently offered on the market?
- 5. What do we envision in terms of the impact generated by our proposition in our immediate environment (financially, socially, culturally, politically and environmentally)?



Customer relationships



For each customer segment identified:

- 1. How do we acquire new customers? (Get)
- 2. How do we maintain good relationships? (Keep)
- 3. How can we generate new customer opportunities? (*Grow*)
- 4. Are our targeted customers used to our *Get- Keep-Grow* strategies?
- 5. What are the financial, social and environmental costs of our strategies?

Channels



For each customer segment identified:

- 1. Which channels are used to reach customers?
- 2. Which ones should we prioritize to reach them?
- 3. Which channels are more likely to be used by customers who embrace similar value propositions?
- 4. Can we integrate our selected channels to the customers' desired experiences/habits?
- 5. What are the financial, social and environmental costs of our channels?

Customer segments

- To whom do we create value? (financially, socially, culturally, politically, environmentally)
- Among these clients, identify the most important customers/beneficiaries. (targeted segments)
- 3. What are the archetypes/persona for every customer segments?
- a. Sociodemographic profile? (age, gender, revenues, language, work, education, etc.)
- b. Consumer habits? (media, products, services, day in the life, etc.)
- c. What influences their decisions and behaviours?
- 4. What is the current experience for targeted customers with similar value propositions?



Cost structure



- 1. What are the inherent costs of implementing our business model?
- 2. How much is dedicated to kickstart the project (short term)?
- ${\it 3. How much is dedicated to ensure the project's continuity (operational costs)?}\\$
- 4. Overall, what are the economic, social, cultural, political and environmental costs of the project?
- 5. Beyond your targeted customers, who are the third parties and/or communities that need to support these costs?

Revenue streams

- 1. What are the current and potential revenue streams?
- 2. How much does each revenue stream contribute to overall revenues?
- 3. What are our customers willing to pay (money or other means) for what we are offering?
- 4. What are our customers currently paying (money or other means) for similar value propositions?
- 5. Overall, what are the project's advantages (economic, social, cultural, political and environmental)?
- 6. What are the social and environmental benefits to third parties or to the community as a whole?



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