








Project Model Canvas (PMC)

<p><u>Key partners</u> </p> <ol style="list-style-type: none"> Who are our current partners? What key activities are performed by these partners? What are the positive outcomes we bring to our partners? Do our current partners share our values? Who are your potential partners? Do the potential partners share similar values? Aside from partners, which stakeholders can influence or be influenced by our project? How do we envision the management of these stakeholders? 	<p><u>Key activities</u></p> <ol style="list-style-type: none"> Which activities are necessary in delivering our: <ol style="list-style-type: none"> Value proposition? Distribution channels? Customer relationships? Customer service? Revenue streams? 	<p><u>Value propositions</u></p> <ol style="list-style-type: none"> Why bring this project to life? (motivations, values, desired impact) For each customer segment identified : <ol style="list-style-type: none"> What are the inconveniences that we diminish with our customer experience? What are the advantages of our customer experience? What values do we bring to the customer experience? In the current market, who offers similar value propositions? Define how your value proposition is distinctive of what is currently offered on the market? What do we envision in terms of the impact generated by our proposition in our immediate environment (financially, socially, culturally, politically and environmentally)? 	<p><u>Customer relationships</u> </p> <p>For each customer segment identified:</p> <ol style="list-style-type: none"> How do we acquire new customers? (<i>Get</i>) How do we maintain good relationships? (<i>Keep</i>) How can we generate new customer opportunities? (<i>Grow</i>) Are our targeted customers used to our <i>Get-Keep-Grow</i> strategies? What are the financial, social and environmental costs of our strategies? 	<p><u>Customer segments</u></p> <ol style="list-style-type: none"> To whom do we create value? (financially, socially, culturally, politically, environmentally) Among these clients, identify the most important customers/beneficiaries. (targeted segments) What are the archetypes/persona for every customer segments? <ol style="list-style-type: none"> Sociodemographic profile? (age, gender, revenues, language, work, education, etc.) Consumer habits? (media, products, services, day in the life, etc.) What influences their decisions and behaviours? What is the current experience for targeted customers with similar value propositions? 
<p><u>Cost structure</u> </p> <ol style="list-style-type: none"> What are the inherent costs of implementing our business model? How much is dedicated to kickstart the project (short term)? How much is dedicated to ensure the project's continuity (operational costs)? Overall, what are the economic, social, cultural, political and environmental costs of the project? Beyond your targeted customers, who are the third parties and/or communities that need to support these costs? 	<p><u>Revenue streams</u> </p> <ol style="list-style-type: none"> What are the current and potential revenue streams? How much does each revenue stream contribute to overall revenues? What are our customers willing to pay (money or other means) for what we are offering? What are our customers currently paying (money or other means) for similar value propositions? Overall, what are the project's advantages (economic, social, cultural, political and environmental)? What are the social and environmental benefits to third parties or to the community as a whole? 			