



WHY, PROBLEM OR OPPORTUNITY, VALUE

1

SOLUTION, WHAT TO DO?

3

UNIQUE VALUE PROPOSITION

2

WHY CAN WE DO THIS?

7

WHO ARE ADDRESSED?

1

KEY METRICS

6

WHO TO ENGAGE

4

COST ANALYSIS

5

IDENTIFIABLE VALUE IMPACTS

5

RISKS & CONSTRAINTS

PROJECT CANVAS

Title:

Author:

Date:

1

3

2

7

1

6

4

5

5

____ CANVAS

Title:

Author:

Date:

WHY, ISSUES OR OPPORTUNITIES

1

WHAT WE DO

3

UNIQUE VALUE PROPOSITION

2

WHO WE ARE

7

WHO WE SERVE

1

KEY ARTIFACTS

6

HOW TO USE OUR SERVICES

4

THE COSTS WE INCUR

5

THE VALUES WE CREATE

5

LIMITATIONS & CONSTRAINTS

PROBLEM/BEHOV

1

LØSNING

3

VISION

2

STRATEGISK FORDEL

7

MÅLGRUPPE

1

MÅLBARE RESULTATER

6

KOM. KANALER

4

NØDVENDIG OMKOSTNING & INVESTERING

5

UDBYTTE

5

RISIKO & FORHINDRINGER

Project Canvas

Titel:

Hvem:

Dato: