

PROJECT NAME

LOGO

DRAW HERE

DATE

VERSION

NOTES BY

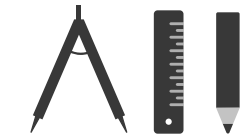


TEAM, ROLES & COMPETENCES



IDEA

A SHORT DESCRIPTION OF THE IDEA/CONCEPT.



**METHODKIT™**

PROJECT CANVAS

MORE INFO AT:

[HTTP://METHODKIT.COM/](http://methodkit.com/)



BACKGROUND

DESCRIBE THE PROBLEM. WHY IS THE PROBLEM IMPORTANT?



FOCUS QUESTION

THE QUESTION YOU ARE TRYING TO SOLVE.



TAGLINE



VISION

WHAT IS THE GRAND VISION?



GOALS

WHICH ARE THE TANGIBLE GOALS?



LOCATION

LENGTH



BUDGET



CHALLENGES

BARRIERS YOU FORESEE

(SWOT can be useful here.)



TARGET GROUP

WHO IS THE SOLUTION AIMED TO?



TECHNOLOGIES & TOOLS

DESCRIBE THE TECHNOLOGIES YOU ARE USING



MILESTONES & DEADLINES



BUSINESS MODEL

HOW DOES THE SOLUTION CREATE VALUE? (DON'T HAVE TO BE MONEY)



MARKETING & PR

HOW TO GET THE WORD OUT?