

IMPACT CANVAS

development support triage tool

(Please complete as best you can. Gaps in the canvas are ok to begin. Return to info@impactseed.org)

Social Business Name

01-Jan-2016

Iteration #x

1) Product

- What are the problems you're solving for?
- What is your solution/product ?
- Who is the customer and how much will it cost?

6) Brand Identity

- What is your 'brand promise' to customers?
- Have you got brand sheet, ie. Logos/fonts/colours/stationery set?
- What validation of your brand/logo have you had to date with customers/investors/partners?

10) Go To Market Plan

- Have 'low hanging fruit' customers been identified
- How will you market to them (lead generation)?
- How will you evaluate customer engagement?

2) Gaps in The Market

- What is the market size?
- Are there similar or complementary providers
- Which providers could be partnered Vs which could be competitors
- Would you like to partner with any of them?

4) Defensibility

- Have you taken steps to protect the business such as NDAs and MOU's with potential partners/suppliers
- Which other companies could most easily enter your market if they wanted to?
- Can this thing be patented and/or has it?

7) Cashflow

- Startup costs (capital/development)
- Expected revenue per month
- Expected operating costs per month

8) Team/Advisors

- Who: Sales/BD
- Who: Domain expertise
- Who: Operations
- Who: Technology integration
- Who: Corporate/Finance/Legal

11) Risk Mitigation

- What initial success will trigger advancement to accelerate growth?
- How much money will be spent before revenue comes and over what timeframe
- What will trigger fallback/retreat/pivot

3) Core Validation

- Has the idea been validated on the target customer?
- Has an MVP been completed?
- Are there any pilots or case studies?
- Have there been any pivots or iterations in the business model since inception?

5) Impact Metrics

- State your impact goal/mission clearly in few words
- Have you incorporated/registered your company yet, and if so is social impact built into your constitution?
- What local economies and ethical supply chains are developed?
- Have you selected or designed an impact measurement framework?

9) Equity Investment

- Who are the current shareholders/members, % and have they been engaged on an agreement
- Proposed shareholders/members % (is this based on a tool such as 'founders pie'?)
- Investment ask
- Cashflow breakeven point

VALIDATION

EXECUTION