

# The Mission-Driven Organization Canvas

|                       |                       |                                    |                     |                         |               |
|-----------------------|-----------------------|------------------------------------|---------------------|-------------------------|---------------|
| Key Constraints       |                       | Mission Achievement/Impact Factors |                     | Top Beneficiary Needs   |               |
| Key Partners          | Key Activities        |                                    | Value Proposition   | Deployment              | Beneficiaries |
|                       | Key Staff & Resources |                                    |                     | Outreach                |               |
|                       |                       |                                    |                     | Relationship Management |               |
| Budget/Cost Structure |                       |                                    | Contribution Stream |                         |               |
|                       |                       |                                    |                     |                         |               |

This Canvas was created as we found the Business Model Canvas needed information about the mission and the Mission Model Canvas lacked information about Incoming Contributions (aka a Revenue Stream on the Business Canvas). There were also aspects about the Mission Design Canvas that seemed worthy of capturing for consideration as well, particularly for existing organizations.

Get insights on the Mission Driven Organization Canvas starting with the What Is Innovation Workshop.



Your Notes: