

Printed Handouts – Canvas Worksheets

Please see Materials List in Facilitation Guide
for print quantities and sizes

The Impact Canvas from Impact Strategy Advisors, 2014

Anchor Purpose

Your answer goes here...

Key Partners

Your answer goes here...

Key Activities

Your answer goes here...

Value Proposition

Your answer goes here...

Customer Relationships

Your answer goes here...

Key Customers

Your answer goes here...

Key Resources

Your answer goes here...

Customer Channels

Your answer goes here...

Costs

Your answer goes here...

Revenue

Your answer goes here...

Key Differentiator

Your answer goes here...

Magnitude

Your answer goes here...

The Impact Canvas

1. Anchor Purpose

What are you on a mission to achieve, and for whom? You can also define this as your north star, or the underlying reason for your business to exist in the first place. The anchor purpose rarely changes and should be well defined.

9. Key Partners	7. Key Activities	3. Value Proposition	5. Customer Relationships	2. Key Customers
<p>Which partners will increase your ability to reach, convert and deliver value to your key customers? Which partners will allow/ help you to operate your business? Example key partners may be regulators, suppliers, and partner nonprofits. Typically, you should not consider your employees or customers as partners.</p>	<p>What key activities and tasks do you need to complete on a consistent basis to deliver value to customers and operate your business?</p>	<p>For each of your customer segments, what problem do you solve? What additional benefits and value do you offer them that they could not achieve without you?</p>	<p>How do you attract, convert, retain and develop your customers? What type of a relationship do you you to establish and maintain with your customers? How frequently do you interact with your customers and how much support do you provide?</p>	<p>Who are the specific groups of people or entities your enterprise aims to reach and create value for? How would you define their profile or shared qualities? What are their needs and wants? Describe each customer segment individually and be as descriptive and specific as you can be.</p>
	8. Key Resources		4. Customer Channels	
	<p>What resources, tangible and intangible, are critical for you to deliver value to your customers and operate your business? Consider what resources your distribution channel and revenue streams may require to function as well as which are needed to maintain customer relationships</p>		<p>How do you find and reach to each of your customer segments to deliver the value proposition? Are they well-integrated? Which of the channels work the best? Which of them is the most cost-efficient?</p>	
10. Costs			6. Revenue	
<p>What are your key cost drivers? Which of these are variable vs. fixed costs? How do your key resources and key activities contribute to the cost structure? How do your costs relate to your revenue streams?</p>			<p>Describe your revenue model. How and how much do you generate revenue in exchange for the value you create? Are your revenue streams based on recurring sales (e.g., subscription) or one-time sales? How much does each revenue stream contribute to overall revenues?</p>	
Key Differentiator			Magnitude	
<p>How is your business competitive relative to others in your market? What advantage do you have over existing and potential players? This should be different from your value proposition.</p>			<p>How big is the social problem you are trying to address (impact market)? What size of your impact market do you believe you can capture?</p>	