

Essential Elements

These sections must be fully thought through for your group's gallery walk.

Use the A3 sheets to present your ideas, printing more copies if you need them

Target community and clients

Target community (people you want to help)

Clients (people who might use your product or service – if applicable)

Describe the community in detail.

How is the community defined (a place? An age group? By a common problem or need?)

Could your project help more than one community?

Are some communities more central to your project than others?

Why have you chosen this community?

Value propositions

What are we offering our target community?

What problem or need are we solving for our target community?

Why should anyone care?

What are we going to do to solve the problem? What is new or creative about our solution?

This could be...

A product

Making stuff. What do you need to produce and how are you going to get this done?

How will it meet the needs of the target community?

An action Where and when will the action take place? How will it meet the needs of the target community?

A network

A chain of people that provide support for the target community. How will you put people in touch with one another? What is the role of each person in the network?

How will it meet the needs of the target community?

Key Partners

Who do we need to help us make this project happen?

What do we want them to do for us?

What key resources might they help us with?

What key activities might they do for us?

Which channels are going to help us reach them?

How will helping us benefit them?

Key Resources

What resources do we need to make our key activities happen and to deliver our solution to the problem we have identified?

Resources might be...

Human – As in people. Who is going plan and perform your key activities? How do we make sure they are in the right place at the right time?

Physical – As in stuff. What stuff do you need? How much of it do you need? When do you need it? Who is responsible for getting it? How do we make sure physical resources are in the right place at the right time?

Key Activities

How do we deliver our solution? What steps do we need to take and in what order? Who is involved in each step?

List the steps you are going to take, when it will take place, and who is responsible for each step.

Bonus Elements

These elements will help make your pitch more convincing, and can help structure your ideas, but are not essential. Use the A3 sheets to present your ideas, printing more copies if you need them

Relationships

What kind of relationship do we want to build with our target community?

How do we build that relationship?

How do we maintain that relationship?

Is this a onetime action or can it be repeated? if so how often and by whom?

With the target community

How will they know about the solution we are offering?

How do they get a say in how our solution works?

How can they tell us what has worked for them and what has not worked for them?

With the key partners

How do we make contact with?

How do we convince them to support us?

How do we ensure continued support?

With clients (If applicable)

How do they know about our product or service?

How we get them to pay money?

How can we make sure they are satisfied with what we offer?

Channels

How do we get our creative solution to our target community? How will they access it?

If you are going to deliver productions or solutions, how and when will you do this?

Cost structure

What role does money play in this activity (are you raising money to solve the problem? Are you raising awareness?)

Is it more important to spend as little money as possible or to maximise the value/impact of the project?

How much will your key resources cost?

How much will your key activities cost?

Is there any way of getting stuff for free?

Think through the following steps to list your costs:

purchase of raw material - all the things you need to buy (key resources)

- production (any costs involved in making products or services)

- transport (getting raw materials and finished products to the right place at the right time)

-selling and marketing (any sales your need to make or posters and other advertising)

Revenue streams

How are costs going to be covered?

If we are offering a product or service, how much to do we need to charge to cover our costs?

Where is the money to start the project going to come from?

How do we know the funding is sustainable?