Open Canvas

project : _Mycelium_

Problem

Data Industry
- Non-consent
- Attention economy
- Exploitative
- advertising

Sharing Economy
- Extractive
- Inefficient

Apps all in different places. No single point for info/resources.

No easy way for communities to create alternatives together

Solution

A new social network for everyone, by everyone, that allows people to collaborate, build solutions to local & global problems, keeps money in local economies and creates an interoperable network of tech/apps in one.

Unique Value Proposition

Get stuff done together that works better for everyone
Use, create and share technology that helps everyone
Build a future you want to be part of
Mycelium: by everyone, for everyone.
Commons-owned network (ecological system)

Key Metrics

1. Are people able to access it?
2. Is everyone safe using it?
3. Is it safe from co-option /aggressors?
4. Are communities using it to build solutions?
5. Self financing.

User Profiles
Target audience and early adopters

- People who are unhappy with current social media & apps
- People interested in creating a more equal world
- Community groups
- Content providers who are unhappy with current channels
- People wanting to trade locally/ethically

User Channels

- Meeting People
- Word of mouth
- FB groups
- Networking through community & other orgs
- Content providers
- Future online presence
- Grassroots networks
- Independent media
- Academic channels

Resources Required

People
Skills
Spaces/venues to meet
A platform to organise on. (support/funding)
Infrastructure

Contributor Profiles
Contribution types and ideal contributors

As above; all people can build onto the network in different ways.

Contributor Channels

- Coding groups
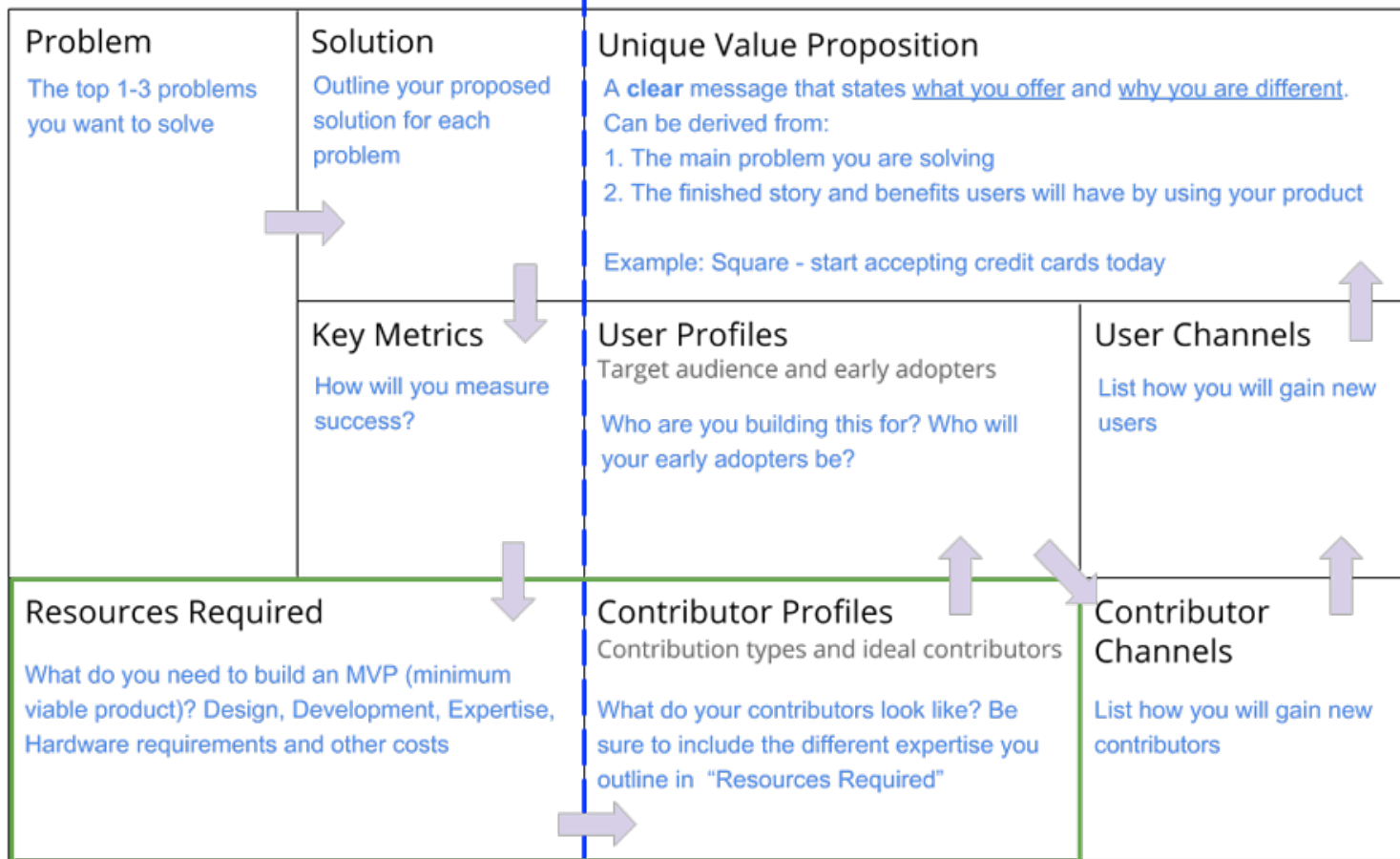- Students
- Research groups
- Speaking at relevant events

Project Execution

Product

Community

See next slide for instructions!

Open Canvas

project : Title

Make your own canvas:
Go to **File** > **Make a Copy...**

Problem
The top 1-3 problems you want to solve

Solution
Outline your proposed solution for each problem

Unique Value Proposition
A **clear** message that states <u>what you offer</u> and <u>why you are different</u>. Can be derived from:
1. The main problem you are solving
2. The finished story and benefits users will have by using your product

Example: Square - start accepting credit cards today

Key Metrics
How will you measure success?

User Profiles
Target audience and early adopters

Who are you building this for? Who will your early adopters be?

User Channels
List how you will gain new users

Resources Required
What do you need to build an MVP (minimum viable product)? Design, Development, Expertise, Hardware requirements and other costs

Contributor Profiles
Contribution types and ideal contributors

What do your contributors look like? Be sure to include the different expertise you outline in "Resources Required"

Contributor Channels
List how you will gain new contributors

Project Execution

Product

Community

Your users and contributors will likely overlap