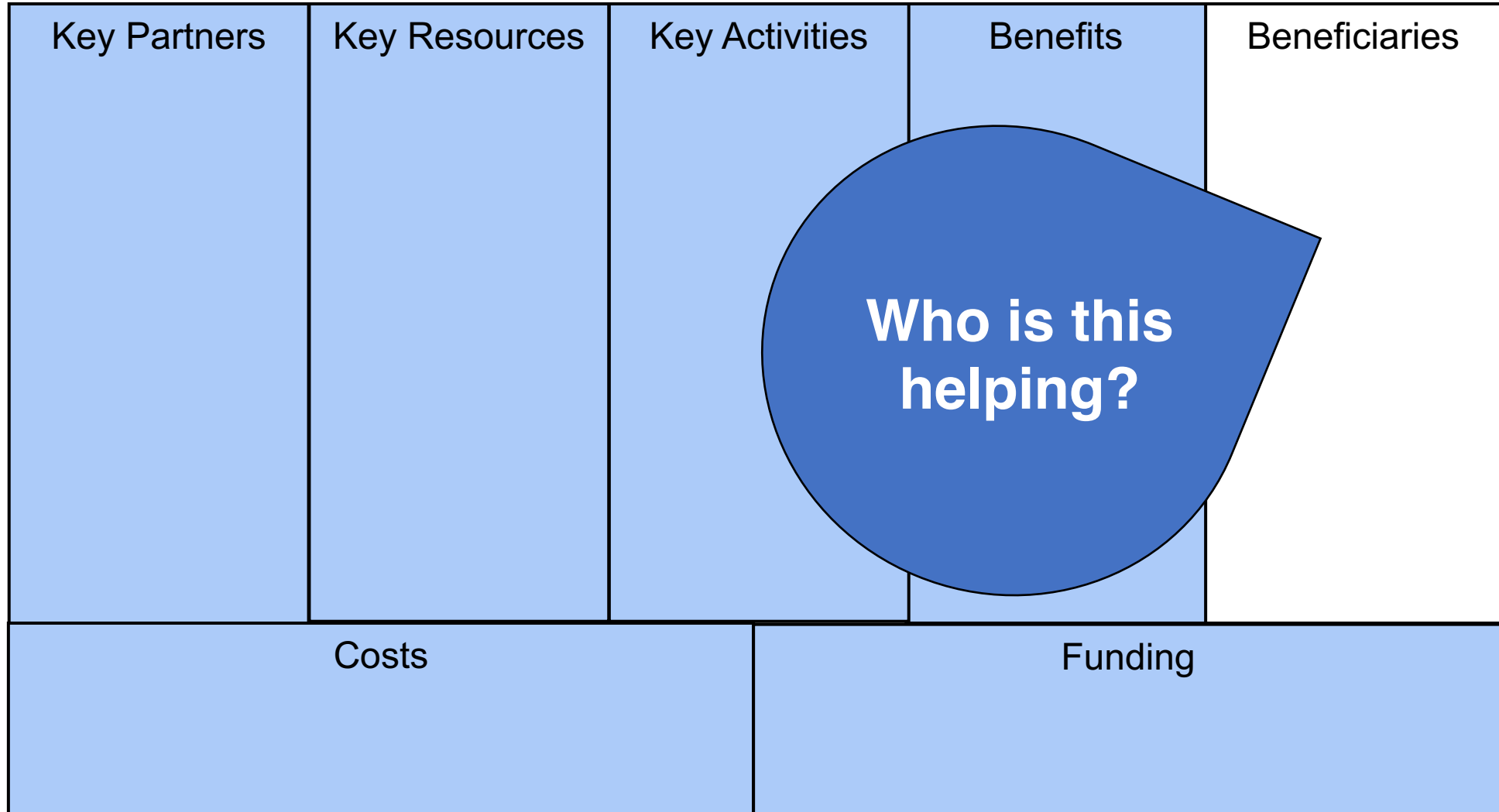


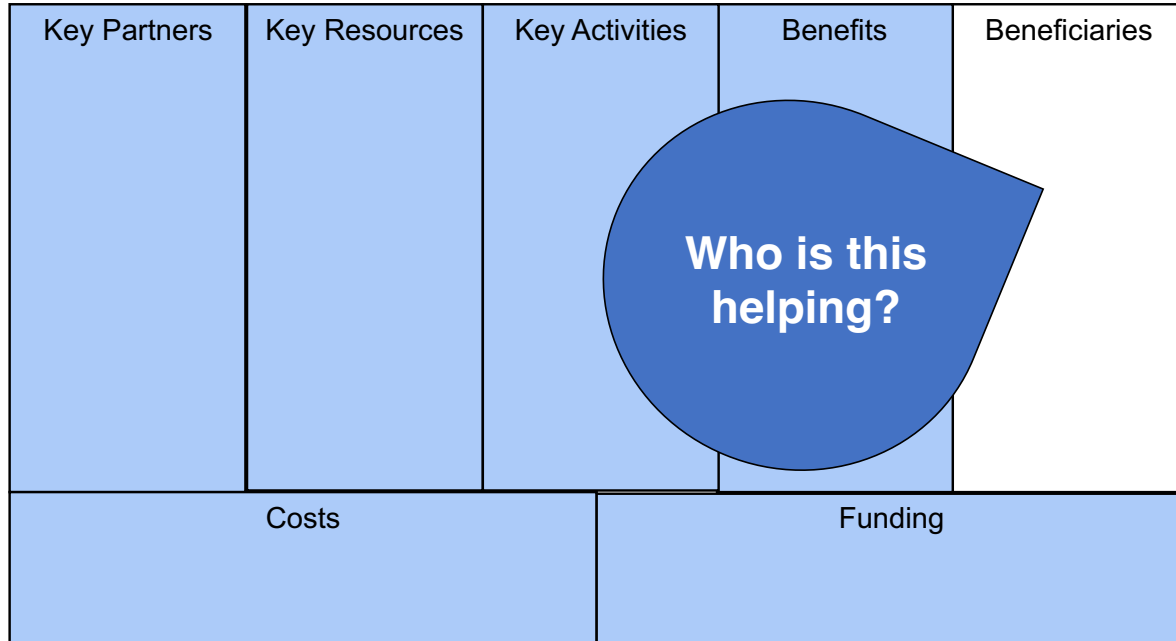
The Grand Challenges Project Canvas

Key Partners	Key Resources	Key Activities	Benefits	Beneficiaries
Costs			Funding	

The GC Project Canvas

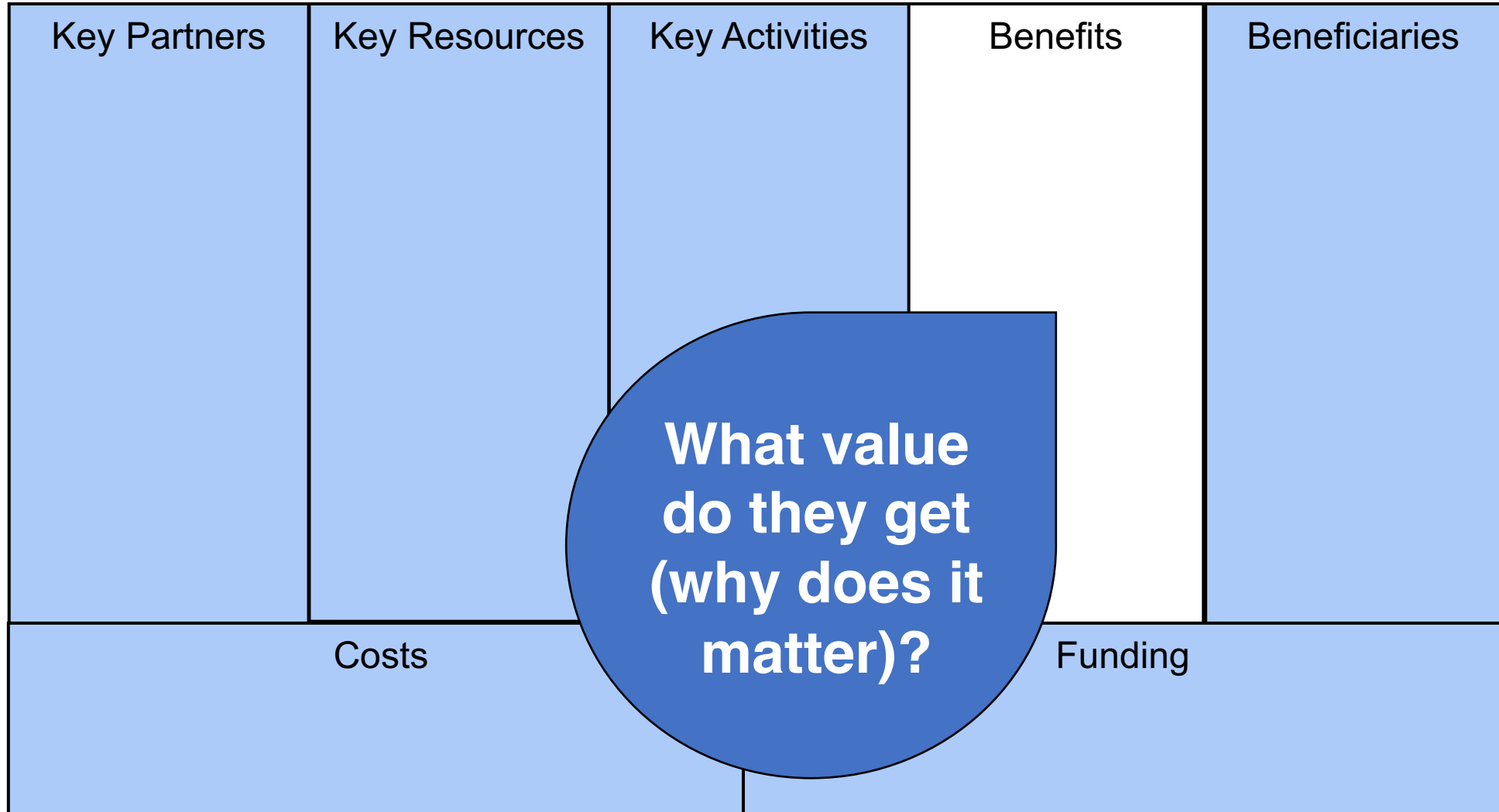


The GC Project Canvas

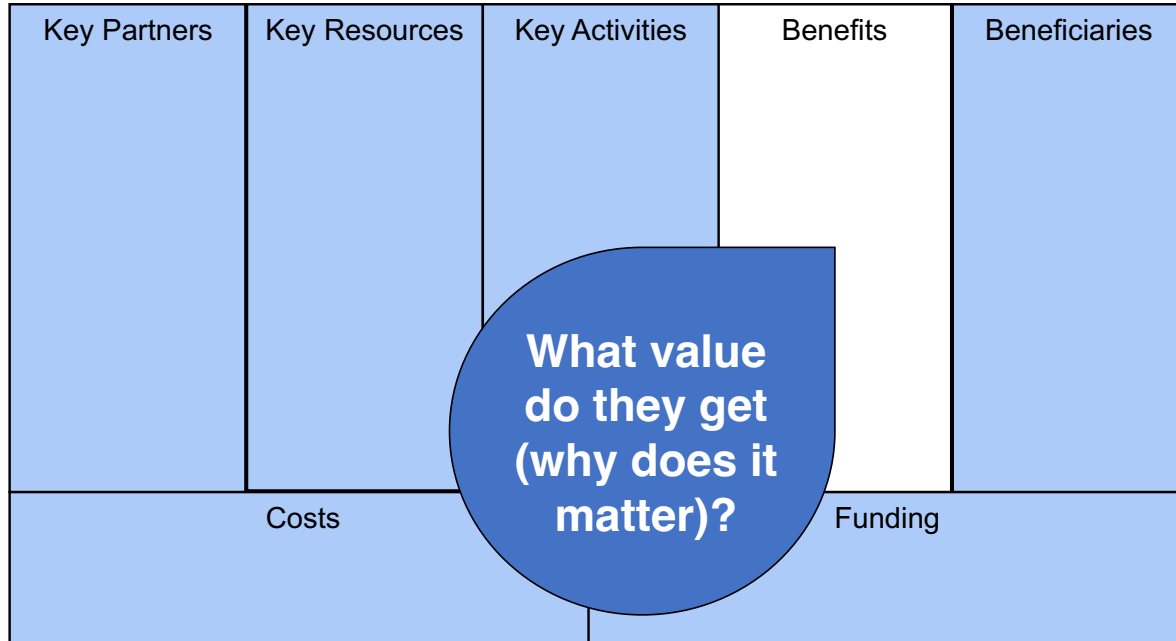


- Who is your “customer”?
- A beneficiary is a person with a job to do, not an organization or a building or an institution
- May not be the end user
- Who has the biggest pain point?

The GC Project Canvas

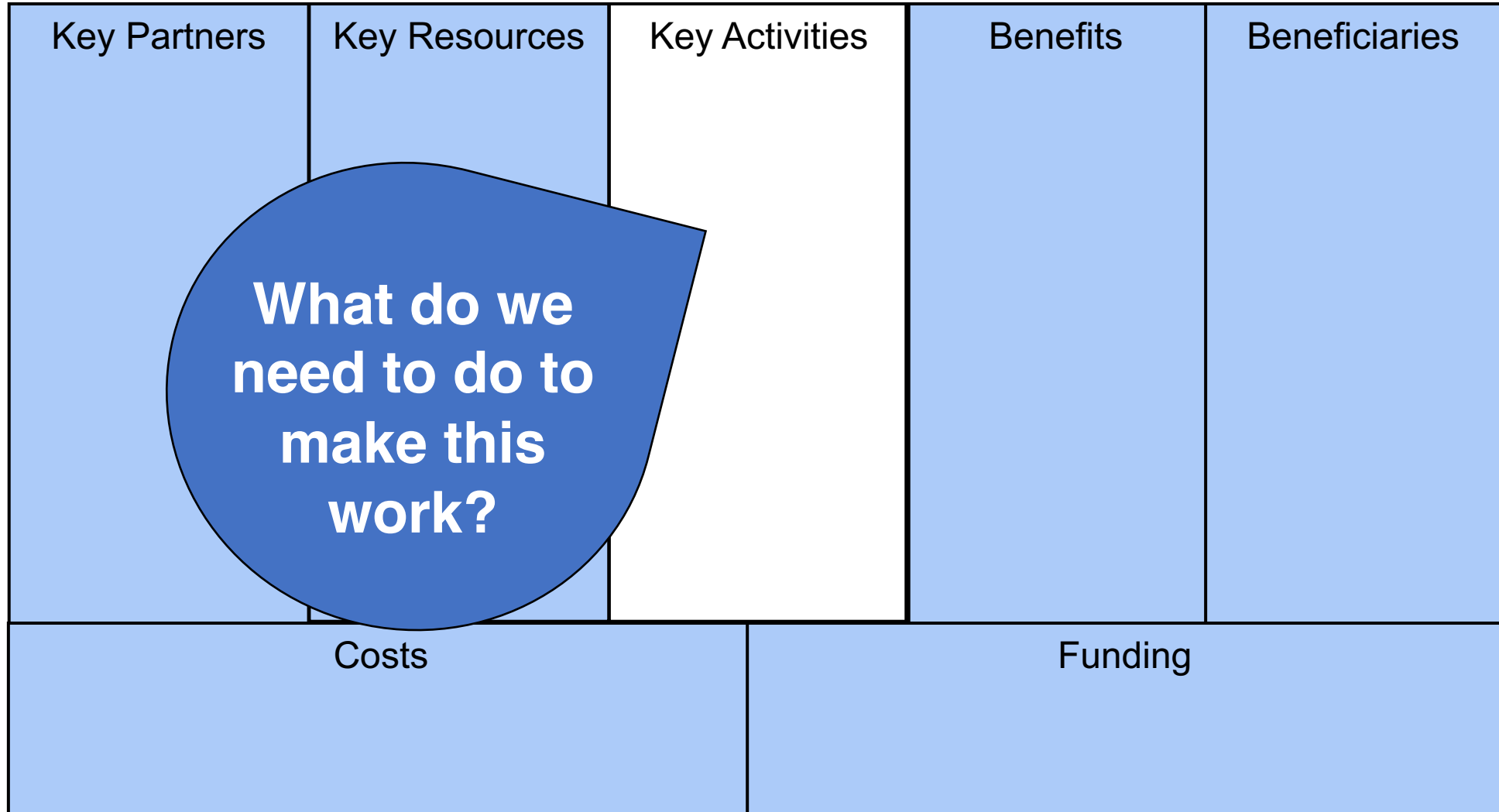


The GC Project Canvas

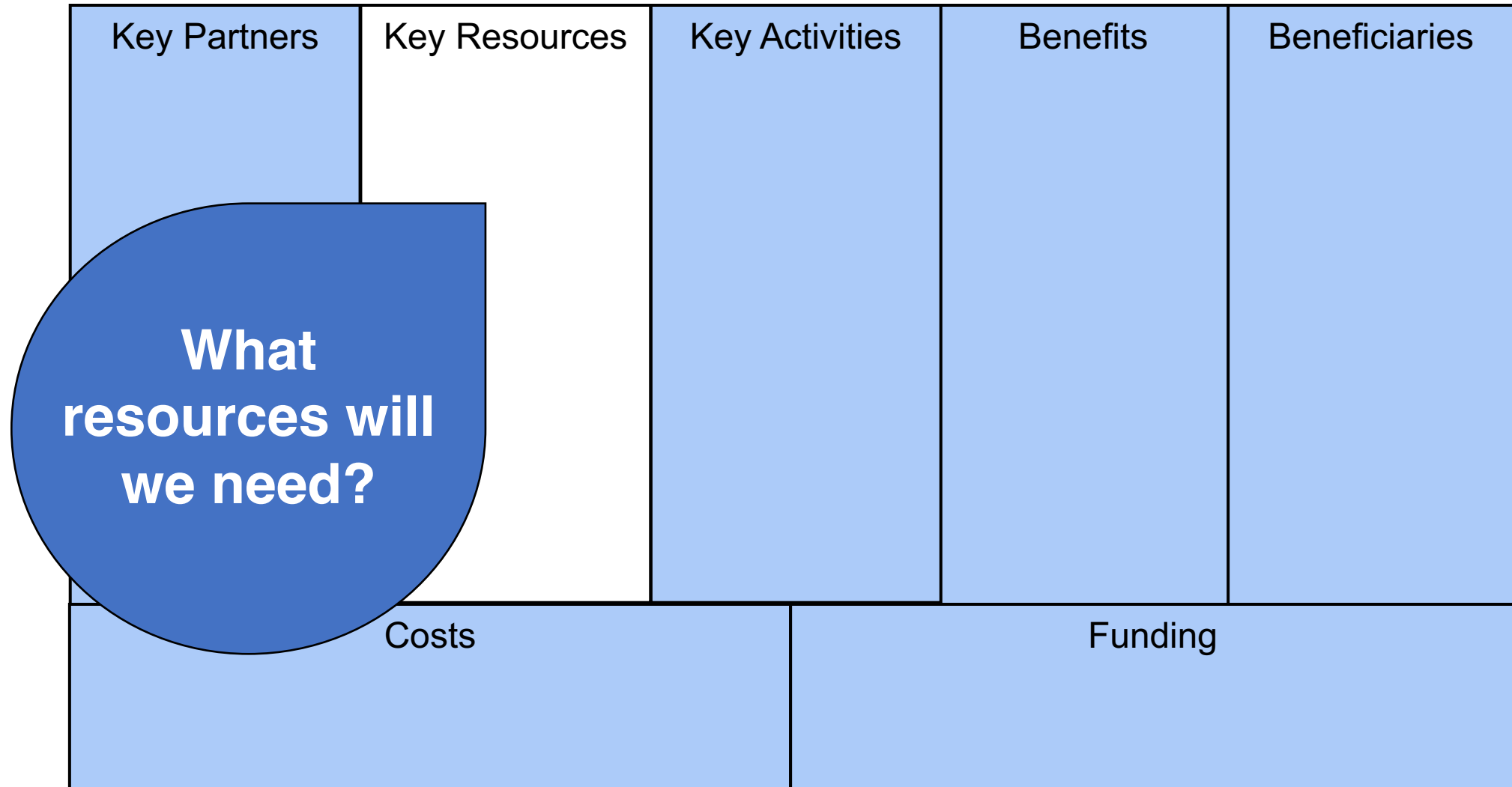


- What benefit will your project provide?
- Why do they care? What does it mean to have better this or more of that?

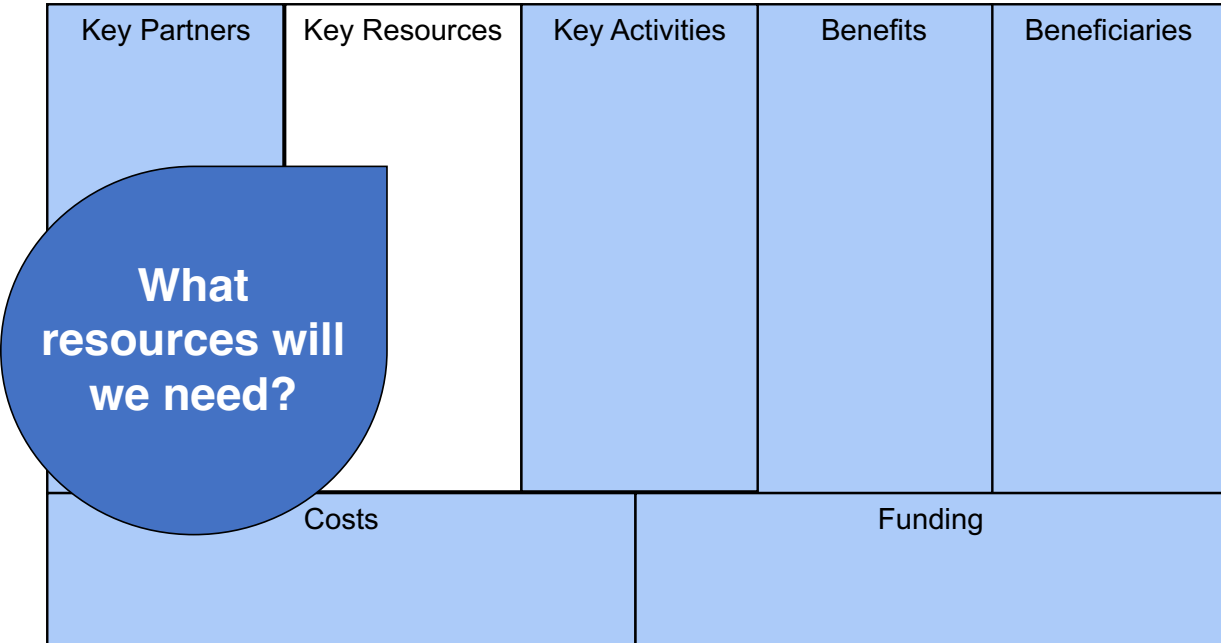
The GC Project Canvas



The GC Project Canvas



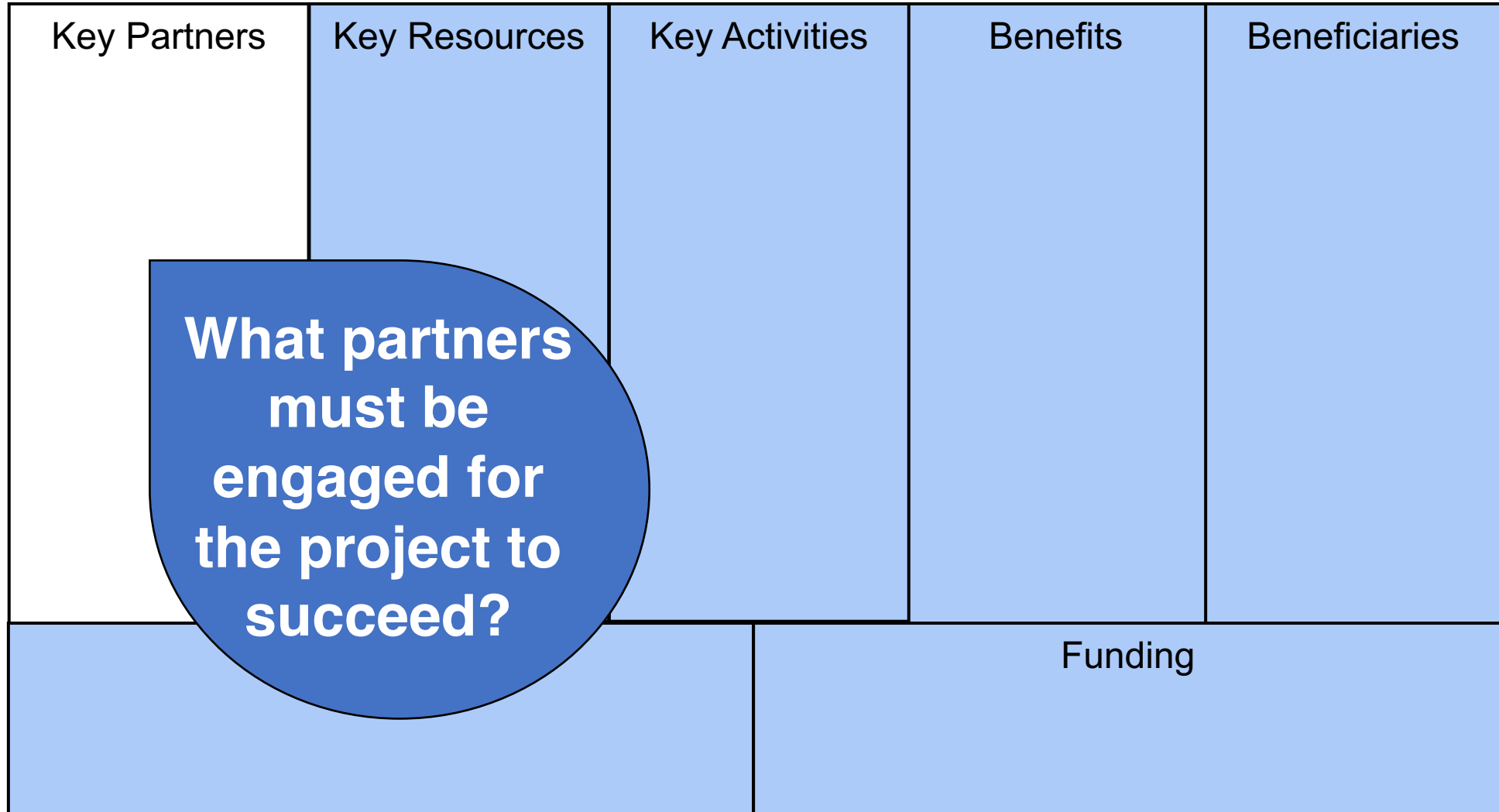
The GC Project Canvas



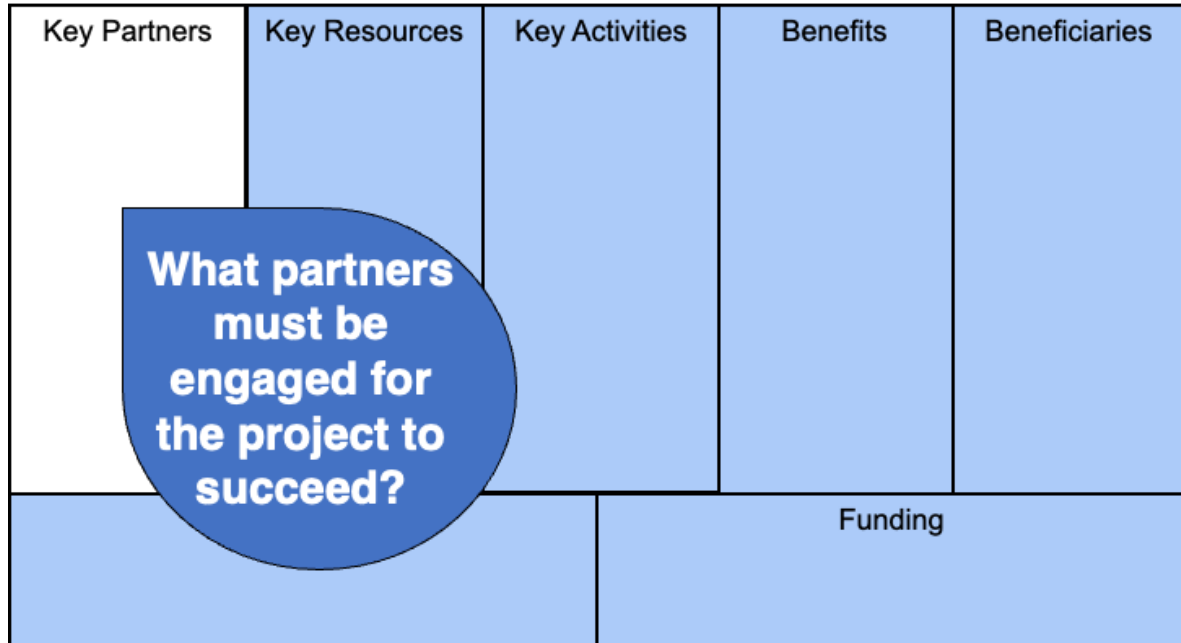
Resources could be:

- Physical (a building, a piece of machinery, a truckload of books, etc.)
- Human (legal or medical expertise, political skills, logistics, engineering, etc.)
- Financial (most likely)

The GC Project Canvas



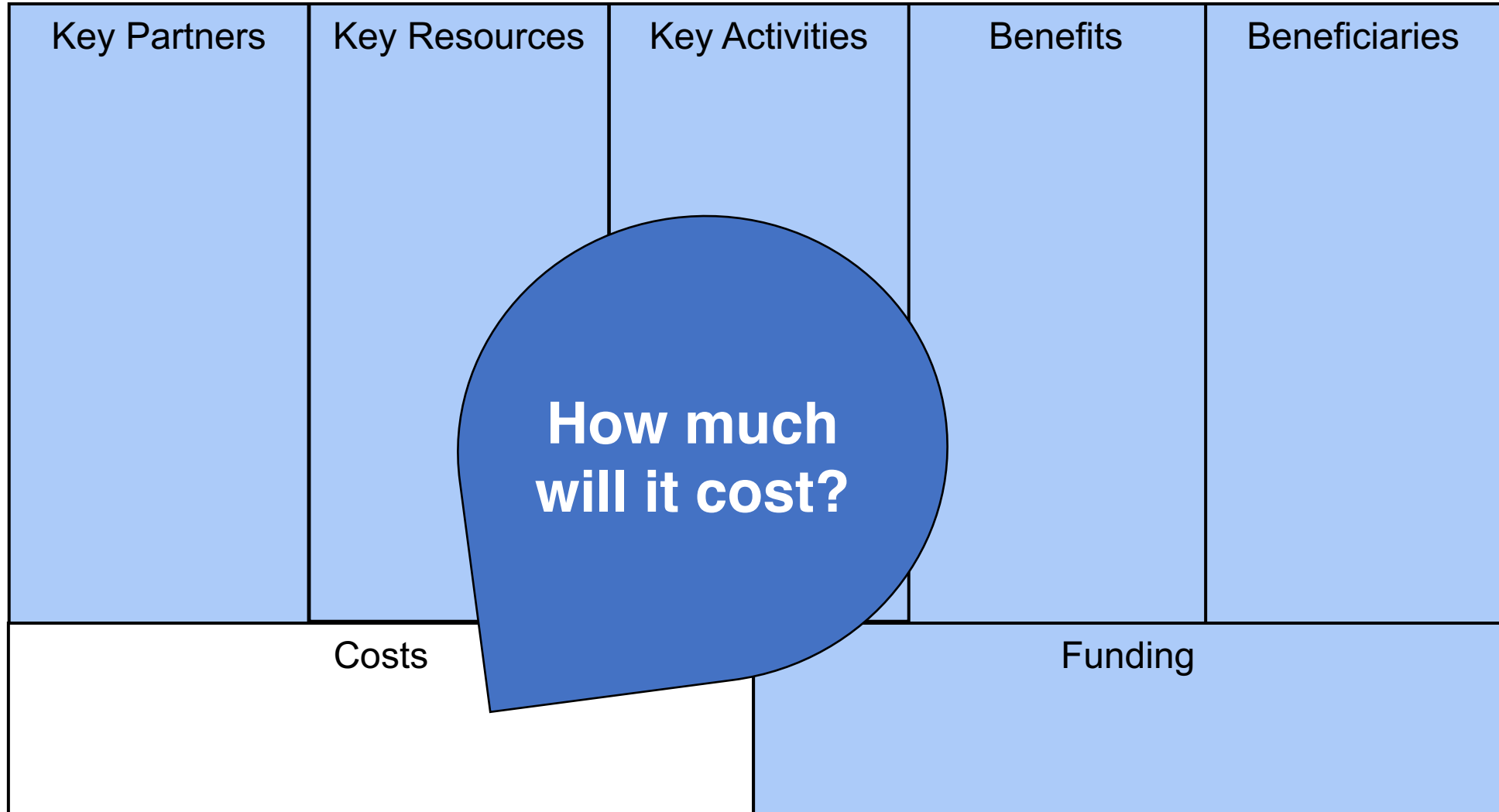
The GC Project Canvas



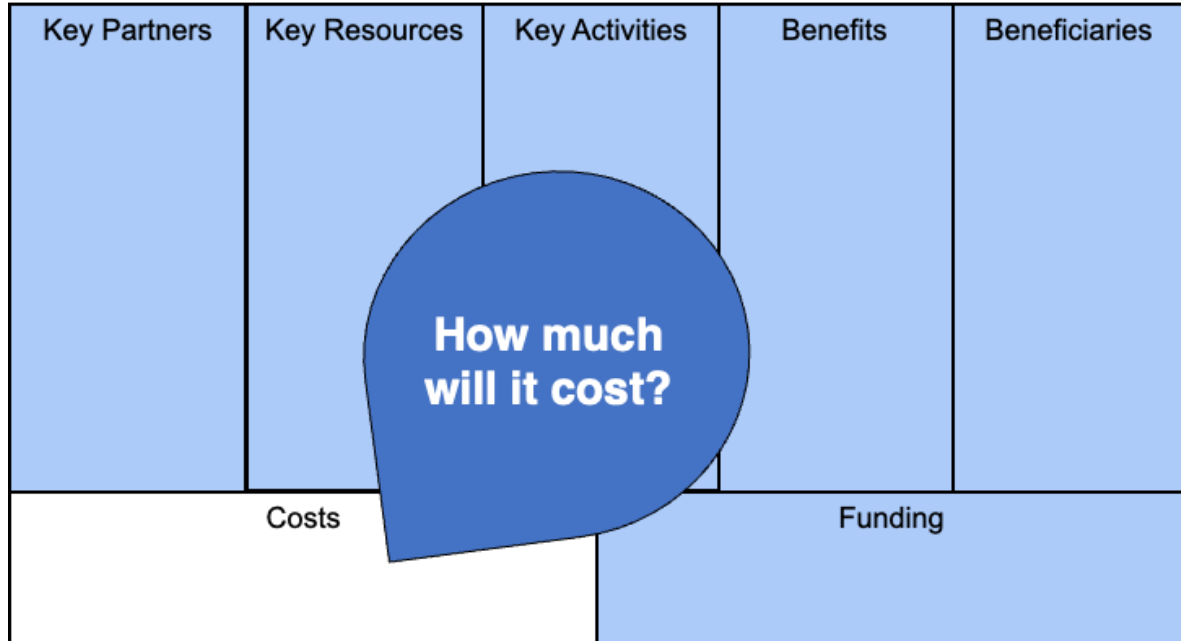
Partners:

- What's in it for them? You have a reason to partner with them, but why should they partner with you?
- Do they already have partnerships with others trying to achieve similar things?

The GC Project Canvas



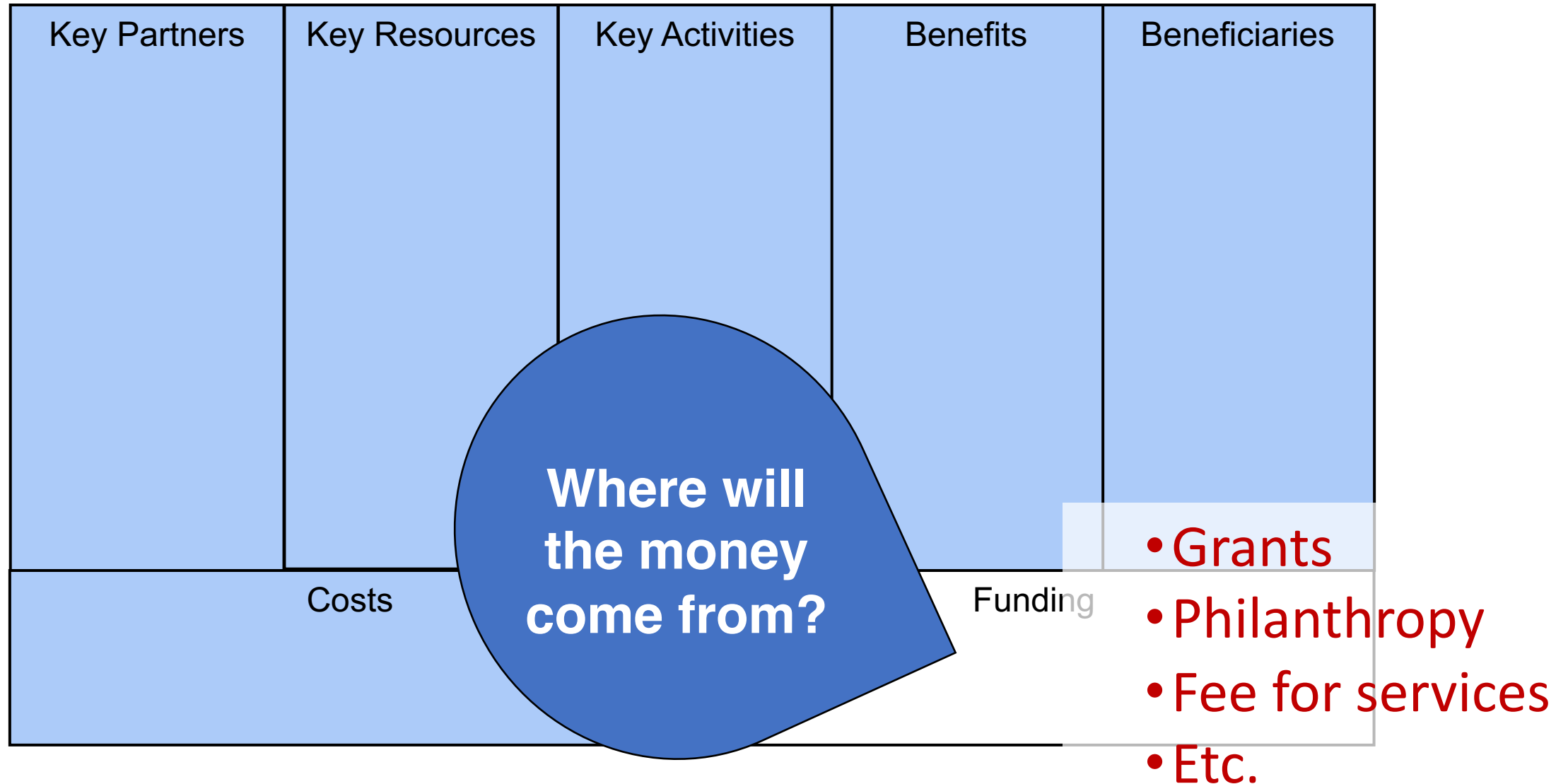
The GC Project Canvas



Costs:

- How much will you have to pay for all the key activities you identified?
- Physical goods
- Services and wages
- Food
- Travel
- Media and awareness
- etc. etc. etc.

The GC Project Canvas



make some guesses

Key Partners	Key Resources	Key Activities	Benefits	Beneficiaries
Costs			Funding	