

S3 Organization Canvas

rev. 2017-05-15

The S3 Organization Canvas is a tool for exploring new business models or product ideas, or for communicating existing ones. Sections are numbered to indicate the suggested order of moving through the canvas. For new business models or products, it's a good idea to create several canvases, which each explore different tangents, and then integrate the best ideas into a smaller set of canvases. Those can then be tested through prototyping or other means of interacting with (potential) customers.

<div>1</div> <div>Key Drivers</div> <div>What are the top three drivers your organization responds to? Describe each driver in terms of actor, needs and context. Actors can be individuals or groups, inside or outside the organization, or the organization itself.</div>	<div>2</div> <div>Key Deliverables</div> <div>What does your organization provide to meet the key drivers? Describe the top three deliverables (products, services, experiences or transformations).</div>	<div>3</div> <div>Customer Segment</div> <div>Who will be your ideal customers? These should relate to the actors mentioned in your key drivers.</div>	<div>4</div> <div>Unique Value Proposition</div> <div>What is the one thing that makes your organization unique? Explain what will convince your customers and your partners to choose your organization over others.</div>
<div>8</div> <div>Key Partners</div> <div>Who can provide essential support, services or materials to your organization? What might you outsource our buy?</div>	<div>7</div> <div>Key Resources and Skills</div> <div>What does your organization need to sustain itself and create value for the customer? What skills do you need to create the key deliverables?</div>	<div>Early Adopters</div> <div>What part of your customer segment can you use to find out fast whether or not your organization is able to deliver value?</div>	<div>5</div> <div>Key Challenges</div> <div>What are important constraints or risks your organization is facing? Look to your key drivers, customer segment and unique value proposition to identify them.</div>
<div>10</div> <div>Key Metrics</div> <div>How will you measure effectiveness of your response to your key drivers?</div>		<div>6</div> <div>Channels</div> <div>How does your organization deliver its value proposition to its customers? How do customers find out about your organization?</div>	
<div>11</div> <div>Cost Structure</div> <div>What are fixed and running costs for your organization?</div>		<div>9</div> <div>Key Values</div> <div>Describe the culture of your collaboration, and how you will interact with the rest of the world. List three guidelines for behavior and/or ethical constraints you consider essential to the success of your organization.</div>	
		<div>12</div> <div>Revenue Streams</div> <div>How will you start and sustain your organization financially?</div>	

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Name of the Organization

Author(s)

Date/Version

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