S3 Organization Canvas

rev. 2024-04-16

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 pretotyping or other means of interacting with (potential) customers.

Purpose
1

What is the overall purpose the organization exists to fulfill?

Describe the primary driver and main requirement the members of the organization strive to fulfill.

Core Values
2

What are the fundamental principles that guide how members of the organization interact with each other and with the outside world?

Legal Status and Ownership
3

What is the legal status of the organization? Who are the shareholders, if any?

Essential Constraints
4

What significant internal or external constraints limit people's autonomy to decide and act in the organization?

Key Deliverables
5

What does your organization provide to achieve its purpose?

Describe the top three deliverables (products, services, components or materials).

Customer Segment
6

Considering the organization's purpose, who are your ideal customers?

Unique Value Proposition
7

What is unique about your organization that will convince potential customers and partners to choose your organization over others?

Sales and Marketing Strategy
8

How do you reach and engage prospective customers, and how do you provide and deliver your products and services to them?

Early Adopters

Which initial customers can help you discover whether your organization is fulfilling its purpose effectively?

Key Challenges
9

What important challenges (risks, vulnerabilities, uncertainties, etc) are you aware of that could impede the organization's ability to fulfill its purpose effectively?

Key Partners
10

Who can provide essential products, services or support to your organization? What might you outsource or buy?

Cost Structure
11

What are fixed and running costs for your organization? What are the most significant costs, and how do costs relate to the number of items produced or acquired?

Revenue Streams
12

How will you (start and) sustain your organization financially?

Key Metrics
13

How will you measure the organization's effectiveness in fulfilling its purpose?

Define simple, continuous and actionable metrics.

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Name of the Organization

Author(s)

Date/Version

Purpose	Core Values	Legal Status and Ownership	Essential Constraints
1	2	3	4

Key Deliverables	Customer Segment	Unique Value Proposition	Sales and Marketing Strategy
5	6	7	8
	Early Adopters	Key Challenges	Key Partners
		9	10

Cost Structure	Revenue Streams	Key Metrics
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1 Purpose	2 Core Values	3 Legal Status and Ownership	4 Key Constraints
5 Key Deliverables	**6 Customer Segment** / **Early Adopters**	**7 Unique Value Proposition** / **9 Key Challenges**	**8 Sales and Marketing Channels** / **10 Key Partners**
11 Cost Structure	**12 Key Metrics**		**13 Revenue Streams**

More information on the S3 canvas series, and versions for printing the canvas in various formats can be found at http://s3canvas.sociocracy30.org