Open Canvas

project : **Kickstart the city!**

Project Execution

Problem	Solution	Unique Value Proposition
B'ham lacks: 1. Options for discussion of data privacy. 2. Engagement – people are busy or unconcerned. 3. Collaborative community (losing out on ideas/funding?).	Find & connect community via e-zine to help kickstart new activity & conversation.	The first/only monthly city email 'magazine' on data privacy (and more!) will connect activity and engage new audiences in an easy and direct way, highlighting tech, art and data projects, data dilemmas, tips, interviews, photocollage, quotes/funnies.

	Key Metrics	User Profiles — Target audience and early adopters	User Channels
	Email/site KPIs. Influencer list. Interactions. Activities either started/helped.	Activists, artists, technologists, data researchers. Birmingham/Midlands citizens. Possible kids/teen section.	Connect with those working in the field. Social media call-outs.

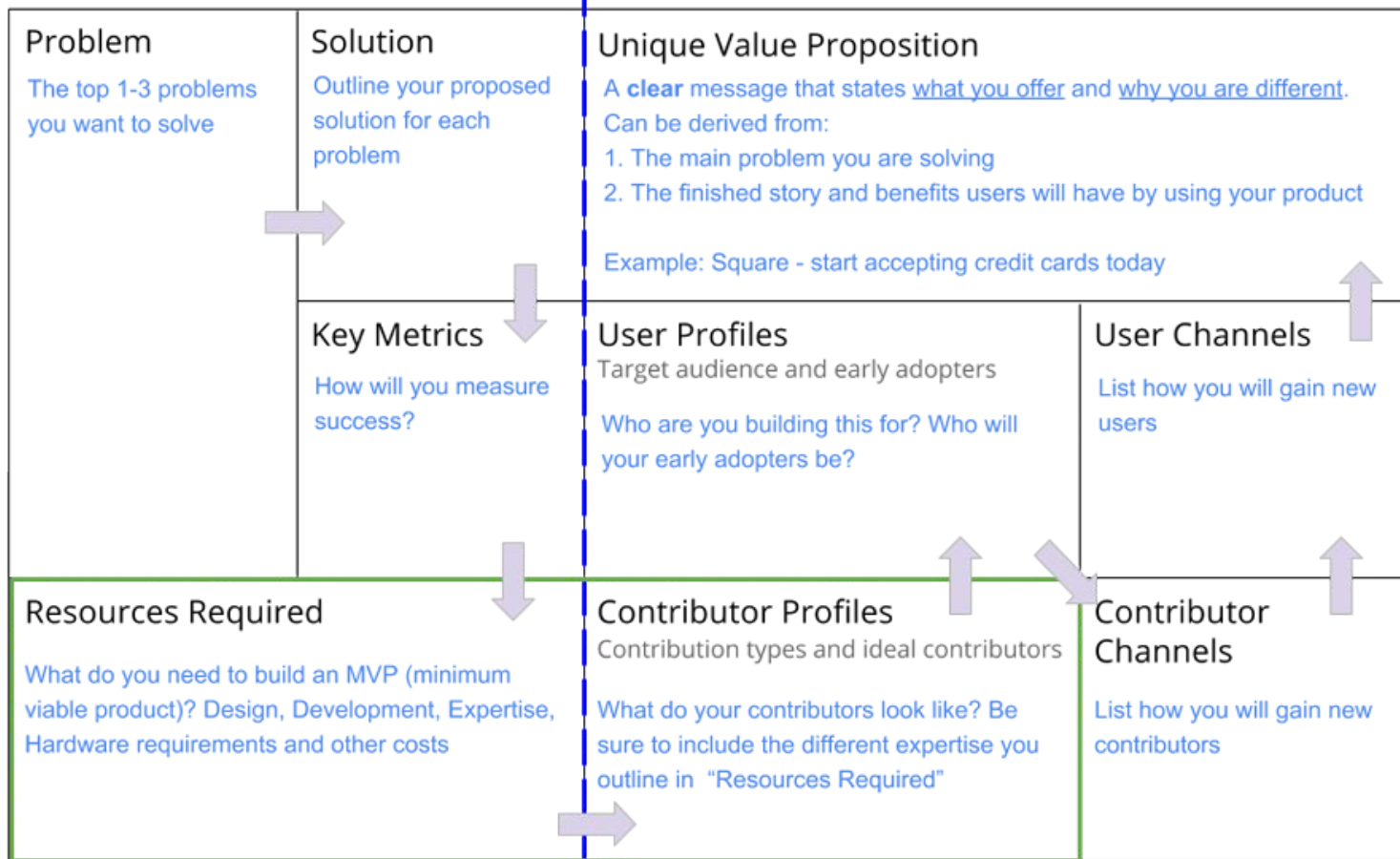| Resources Required	Contributor Profiles — Contribution types and ideal contributors	Contributor Channels
Product expertise (Mailchimp?). Logo design. Site - hosting/set up. Social media - promote/moderate. Editorial - editors, writers. Community building/engagement.	People running data events. Small editorial team (volunteers with an interest in the project). Kids/teen – junior editors or writers?	Connect with those running events. Social media. Data reading group.

Product   **Community**

See next slide for instructions!

Open Canvas

project : <u>Title</u>

Project Execution

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

Your users and contributors will likely overlap

Product   **Community**