

Open Canvas

project : _____

Project Execution

Problem	Solution	Unique Value Proposition	
	Key Metrics	User Profiles Target audience and early adopters	User Channels
Resources Required		Contributor Profiles Contribution types and ideal contributors	Contributor Channels

Product

Community

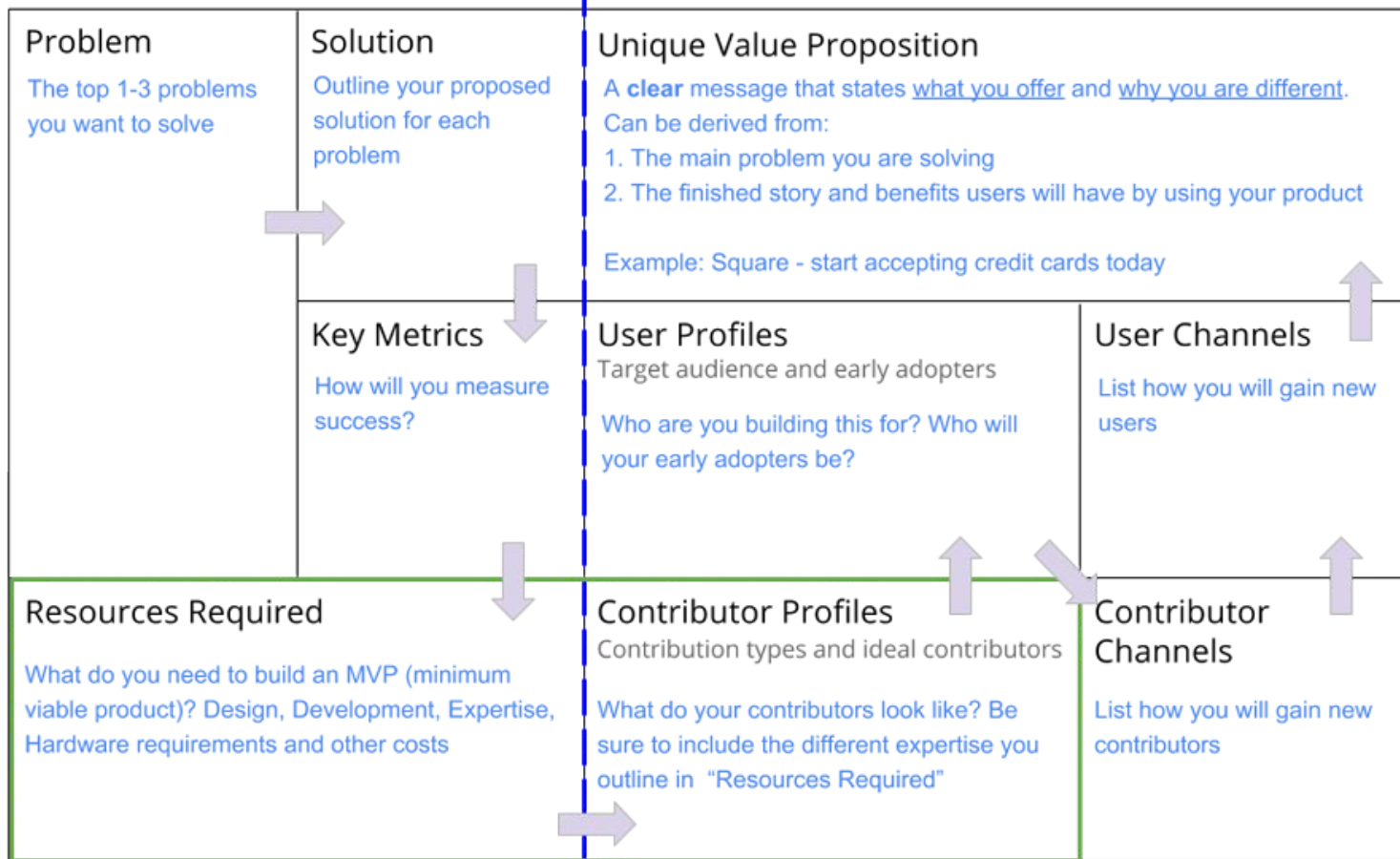
See next
slide for
instructions!

Open Canvas

project : Title

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

Project Execution



Product

Community

Your users and contributors will likely overlap