Lean Impact Canvas for RAILS Grantees

1) Start with **WHY…**   **2)** Then, define the **WHAT…**

VISION: What is the world that you envision?	**GOAL:** What does success look like 10 years from now? How will the world be different?
PURPOSE: Why do you do what you do?	**PROBLEM:** Identify one problem that, if solved, could help achieve that goal.

3) Now, test the **HOW…**

VALUE HYPOTHESIS	GROWTH HYPOTHESIS	IMPACT HYPOTHESIS
What is one way that you provide value to one individual or organization that gives you money?	What is one way that you can replicate and/or scale your program, i.e., expand the number of participants?	What is one difference your program makes in the lives of its participants?
EXPERIMENT #1	**EXPERIMENT #2**	**EXPERIMENT #3**
Identify one fast, easy, and cheap way to test this assumption:	Identify one fast, easy, and cheap way to test this assumption:	Identify one fast, easy, and cheap way to test this assumption: