BUSINESS SUPPORT CANVAS

POLICY
What are the current and future policy drivers?
Will policy change during the term of the programme?
Where is the funding coming from? Is it fully funded, or part-funded?

DEFINE
What is our ambition? Are we prototyping, piloting or scaling?
Based on our ambition and the policy context, what is the offer?
What are the different levels of service?
Do we have the funding to develop and deliver that offer?
Who will develop the content? Where will the content come from?
How are we managing IP of content? Creative Commons?
Is client readiness defined?

SET UP
What is free and what do clients need to pay for?
What resources do we need? Right people. Sufficient time.
Have we identified key client touchpoints?
How will we manage the client selection process?

PROMOTE
Is there a promotional campaign?
Do we have the right messaging?
Are we telling a compelling story?
Who are the key referral networks?
What are the key target markets or sectors?

DELIVER
What tangible projects will it deliver?
How is implementation managed?
Who will manage delivery?
What are the key milestones?
Does it scale over time?
What does a finished project look like?

MEASURE
Are there reporting mechanisms in place?
How often will progress be recorded?
At what stages will the programme be evaluated? Who will perform evaluation?

IMPACT
What is the desired impact?
What stories will we want to tell and to whom?
Who is the audience for the evaluation?
Are measures in place to quantify impact?
- Number of completed projects
- Economic impact (Profit, Turnover, GVA)
- Jobs created or saved
- Efficiency and savings
- Numbers of case studies
- Process improvements
- Cultural change
- Social impact
- Environmental impact

Designmine Ltd. & Verticalbones Ltd., 2010