

## Mission Model Canvas Guiding Questions

**Beneficiaries** – Who are individuals we are creating value for? What is their archetype? Here, you will define all segments of your target group.

1. Who are our most important users?
2. Missions Models are almost always Multi-sided Platforms with the goal of building a great demo and getting the product adopted and deployed.

**Value Proposition** – What is the value proposition for each beneficiary? Which problem does this solve for them? By defining value proposition, you will actually define key values that need to be involved into messages for each segment.

1. What bundles of products and services are we offering to each User Segment?
2. Which user needs are we satisfying?

**Deployment** – Through which channels and in which way we are going to communicate our value with our beneficiaries? Here, you will define through which channels you are going to deliver your messages, how you are going to promote it, how your segment can get involved into action, etc.

1. How are we reaching them now?
2. How are our Deployment mechanisms integrated?
3. Which ones work best?
4. Which ones are most cost-efficient?
5. How are we integrating them with user routines?

**Buy-in & Support** – How does your team keep relationships with each beneficiary? You will define in this step what kind of support or relationship you are going to have with your target group, and how you get them interested in your message.

1. Which ones have we established?
2. How do we get Beneficiaries to Buy in?
3. How are they integrated with the rest of our mission model?
4. How costly are they? (time, resources, relationship capital)

**Mission Achievement** – How does your team know if it succeeded, for each beneficiary? Achievements, per each segment and in general, of your campaign will be defined in this phase.

1. How much does this mission achievement contribute to the overall mission?

**Key Resources** – Which resources your activities need? After that, you need to define which resources you need to possess in order to do all the activities.

1. What Deployment Channels do we need?
2. What do the users need?
3. What do our beneficiaries need to help us?

**Key Activities** – Which are the key activities that your organization needs to conduct to create value for segment? This step will help you define all key activities you need to provide value.

1. In all of the Deployment Channels?
2. What do the users need to do?
3. What do our beneficiaries need to do?

**Key Partnerships** – Which of these activities or resources your organization needs to outsource to others? Some of the activities you can't do on your own. So here, you will define who are the key partners for successful creation of value you are providing to segments.

1. Which ones have we established?
2. How do we get Beneficiaries to Buy in?
3. Which Key Resources are we acquiring from partners?
4. Which Key Activities do partners perform?

**Mission Budget/Cost** – What are the costs of creating value for segments? At the end, you will define the costs and you will be able to see if the model is sustainable and cost effective which means that incomes (if applicable) are larger than cost.

1. What are the most important costs?
2. What is the projected budget?
3. What are the cost savings?
4. What are the opportunities for revenue increases?
5. Which Key Activities are most expensive?
6. What type of money do you need? ([color of money](#))