

PROPEL BUSINESS CANVAS

1. What's the Problem?

Understand the objective.

Problem

Impact

Why

Dig Deeper to find the Real Problem

2. CURRENT CLIMATE

Describe the current climate of your business

PEOPLE / CHALLENGES

PROCESSES / CHALLENGES

TOOL / CHALLENGES

OUTPUTS / INNOVATION

6. ASSUMPTIONS

What do you know about the problem?

9. CHANGES / IMPACT

Make a list of all the changes you will need to make.

11. SKILLS / ASSETS / TOOLS

List the skills / assets and tools you need in order to take action.

3. YOUR PEOPLE

Consider your people (internal and external) who do you need right now?

- JOBS
- PAINS
- GAIN CREATORS
- THINGS THEY CARE ABOUT
- POST COVID 19 NEEDS
- DIGITAL ALTERNATIVES

7. PROVE / DISPROVE

How can you gather evidence to prove or disprove your assumptions?

10. ACTION

What immediate action can we take to implement the changes described?

4. VISUALISE THE PROCESS

Capture your end to end process, the people involved in the process and time taken to work through the process.

12. PIPELINE OF WORK

Build your delivery plan.

5. COST STRUCTURE

List CapEx and OpEx needs for the short-term and long-term

8. WASTE REDUCTION

Identify the areas that do not add value, considering the impact of removing them.



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