

PROJECT CONCEPT CANVAS

WHAT is the opportunity?

What is the current v ideal state?

WHY does it matter?

How does it link to the objectives of the organization that will pay for it?

Our SOLUTION...

...must...

Who benefits? What outcomes / benefits will they receive?

...might...

What other outcomes / benefits would be nice to have?

...won't...

What is out of scope?

WHEN do we need it?

It will take at least and no more than *weeks / months / years* to deliver

It can commence and should be delivered no later than

WHO wants it?

If this opportunity is approved as a project, the client will be

The client will accept the project deliverable(s)

Other people endorsing this opportunity include

HOW much will it cost?

It will cost at least \$ and no more than \$

There is currently \$..... allocated in the budget for this project

WHERE do I sign?

..... is authorized to spend

\$ & *days / weeks / months* developing:

This opportunity is [] low [] a project plan / prototype
 [] medium [] a simple business case
 [] high risk for our organisation [] a detailed business case for this opportunity

..... Name & title