

# Lean Canvas

## Project: Building Bridges

Date: May 2<sup>nd</sup>, 2017

Iteration #: 1

<p><b>Problem</b></p> <p>1) Sri Lankans kids often don't learn key skills for creating positive peace (critical thinking, creative self-expression, compassionate empathy, collaboration, complex problem solving). Key roots of the SL conflict not addressed; danger of history repeating itself.</p> <p>2) Low-income communities are especially vulnerable, given the correlation between unemployment and conflict + low access to resources.</p> <p>3) Most companies don't understand concept of (+)ive peace - that peace-building can and should be a key part of every org's operations for economic growth.</p>	<p><b>Solution</b></p> <p>1) Highlight relationship btwn peace + economic growth</p> <p>2) Businesses get workshops in key 21<sup>st</sup>-century skills</p> <p>3) Facilitates peace-building through businesses investing in secondary education; more sustainable than other CSR</p>	<p><b>Unique Value Proposition</b></p> <p>Every company in Sri Lanka can have a peace-building mission. Building Bridges guides this transformation.</p>	<p><b>Unfair Advantage</b></p> <p>Key partnerships+legitimation: MIT, Stanford, Queen's Young Leaders, Forbes 30 Under 30, Inst. for Economics and Peace</p> <p>BB work (est. 2012) intersects arts, education and peace</p>	<p><b>Customer Segments</b></p> <p><b>Corporates</b> Pay for a general workshop in our key skills as well as understanding (+)ive peace, revenue goes to workshop expenses (works like a Tom's-esque "1 for 1" CSR project)</p> <p><b>Facilitators</b> Interested facilitators pay for our activity guides, manuals, and kits for their own purposes</p> <p><b>Non-paying end users: Teachers (or students?)</b> Low-income communities are 'sponsored' by corporates to receive training and materials</p>
<p><b>Cost Structure</b></p> <p>Team salaries Design, development, and execution of activity guide series Website, social media, and identity management Marketing</p>		<p><b>Revenue Streams</b></p> <p>Payments from corporates for workshops Revenue from selling activity guides and kits</p>		

PRODUCT

MARKET