

Lean Canvas

Project: Building Bridges

Date: May 2nd, 2017

Iteration #: 1

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
<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>1) Highlight relationship btwn peace + economic growth</p> <p>2) Businesses get workshops in key 21st-century skills</p> <p>3) Facilitates peace-building through businesses investing in secondary education; more sustainable than other CSR</p>	<p>Unique Value Proposition</p> <p>Every company in Sri Lanka can have a peace-building mission. Building Bridges guides this transformation.</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>Corporates Pay for a general workshop in our key skills as well as understanding (+)ive peace, revenue goes to workshop expenses (works like a Toms-esque "1 for 1" CSR project)</p>
<p>Key Metrics</p> <p>1) # of companies on board as partners (i.e. share our vision) + duration of partnerships</p> <p>2) Number of students served + duration of partnerships</p> <p>3) Post-workshop student evaluations and success stories (follow-up)</p>			<p>Channels</p> <ul style="list-style-type: none"> - IEP prez (initial pitch) - Corporate workshops - Referrals/recommendations - Downloadable and print activity guides, manuals, kits - Workshops for students (and/or teachers?) - Social media/web presence – blogs and articles 	<p>Facilitators Interested facilitators pay for our activity guides, manuals, and kits for their own purposes</p> <p>Non-paying end users: Teachers (or students?) Low-income communities are 'sponsored' by corporates to receive training and materials</p>
<p>Cost Structure</p> <p>Team salaries Design, development, and execution of activity guide series Website, social media, and identity management Marketing</p>			<p>Revenue Streams</p> <p>Payments from corporates for workshops Revenue from selling activity guides and kits</p>	

PRODUCT

MARKET