

Lean Impact Canvas

Project: Building Bridges

Date: May 5th, 2017

Iteration #: 1

Mission Statement Key resources for personal resilience and communal co-existence, made accessible to <i>all</i> young Sri Lankans for their future success				
Problems 1) Sri Lankans kids often don't learn key skills for creating positive peace. Key roots of the SL conflict not addressed; danger of history repeating itself. 2) Low-income communities especially vulnerable, given the correlation between unemployment and conflict + low access to resources beyond basic textbooks. 3) Most companies don't understand concept of (+)ive peace - that peace-building can and should be a key part of <i>every</i> org's operations for economic growth.	Solution 1) Businesses receive key 21 st -century skills training; learn abt relationship btwn peace + econ. growth to change mission 3) Funds go towards special extra-curricular programming (workshops + exhibitions) for underserved students	Value Proposition For schools: Key resources for personal resilience + communal co-existence accessible to all young Sri Lankans For corporates/for-profit orgs: Unlocking peacebuilding mission and gaining valuable soft skills For donors: Transformative education overhaul, led by trusted innovators in 21 st century learning For partners: Opportunity to adapt research and innovate in a fast-growing South Asian nation	Key Partners End users: Empowering schools and companies to perform at their best Training partners: Co-creating teaching materials adapted for Sri Lanka	Stakeholder Segments For whom are you creating value? End users: Teachers/students in at-risk, low-income schools Paying customers: corporates and other orgs interested in learning our techniques Donors: Organizations invested in children and peace-building Training partners: Innovative leaders I've worked with (e.g. MIT/Stanford/Cambridge)
	1) # + duration of partnerships with paying organizations 2) # of students served + duration of partnerships with schools 3) Post-workshop student evaluations and success stories (follow-up) 4) # of centers + certified trainers		Channels - Initial pitch + paid workshops - Referrals/recommendations - Downloadable and print activity guides, manuals, kits - Workshops for schools - Social media/web presence	
Cost Structure Trainer sponsorships (initial phase) Team salaries Design, development, and execution of activity guide series Website, social media, identity management, marketing Construction and upkeep of facilities			Revenue Streams Payments from for-profit orgs for workshops Revenue from selling activity guides and kits Grants and donations from charitable foundations/individuals	
Intended Impact Create financially sustainable partnerships with paying customers (Year 1); roll-out of nine facilities (Years 2-5); initial sponsored trainer workshops + curriculum development (Years 1-2); transition to management by paid staff (Years 3-5)				