

IDEAS Project Canvas

Project Name:

Date:

Mission 	Objectives 	Concept 	Features 	Vision 
	Stakeholders 		Outcomes 	
Budget 			Timeline 	



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Project Name:

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Mission



Why does your project exist? What is the one big goal that you are trying to accomplish in the world through your project?

Objectives



What are the immediate short-term objectives you have for your project?

Stakeholders



Who will your project reach? Who will be helped? Who are the stakeholders you will involve in the project?

Concept



How will you accomplish your mission? What is your Big IDEA? What conceptual details can you share for others to visualize what you will do to fulfill your project's stated purpose?

Features



What are the specific features of your concept? How exactly will it work to achieve your mission?

Outcomes



How will you communicate your project to others? What channels (web, mobile, social media, print) will you use?

Vision



Where are you headed? How has the world changed once you have accomplished your mission and what are your future once it has been achieved?

Budget



What funding will be needed to support your activities?
What materials will need to be purchased?
What equipment may be needed?

Timeline



What is the general timeline for your project to accomplish its objectives? What are the specific activities and milestones that need to be reached?



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