

PROJECT OUTLINE CANVAS

By StoryBox

PROJECT

Project name + tagline.

WHO?

Stakeholders, founders, partners, investors, competition.

WHAT?

Object, action, phase, operation, product, service.

WHERE?

Location, stage, market.

WHEN?

Time, planning, duration, frequency, operation cycle.

WHY?

Intentions, motivations, reasons for being.

HOW?

Material, equipment, necessary means, ways, modalities, procedures.

FOR WHOM?

Customer target, customer segmentation.

HOW MUCH?

How much does it cost to launch your idea?
What is your product or service pricing strategy?