

# Solution Canvas

Title
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Date
Version

## Beneficiaries

*What types of beneficiaries have the challenges your solution addresses?  
Who are we solving this problem for?  
Look for differences in beneficiaries' goals or uses that would affect their use of your proposed solution.  
Categorise beneficiaries into different types based on those differences that make a difference.  
It's a bad idea to target "everyone" with your solution.*

1

## Challenge to overcome

*What is the challenge you want to solve for your beneficiaries?  
What problems do prospective beneficiaries have today that your solution addresses?  
What is causing them pain currently?  
These may be problems you assume exist or know to be true  
What needs, goals, or jobs-to-be-done (JTBD) does your solution address*

2

## Solution ideas

*What will your solution look like when it is implemented?  
Describe and list key features that will form your solution  
Where and how will the solution be implemented?*

6

## Support you need

*What do you need to bring a solution to life?  
What are the JTBD by function / team? Feel free to include names if it helps  
Consider categorising the support you need: (e.g. Process, Systems, Financial, etc.)  
Consider financial, political and any other support that maybe required.*

4

## Solutions today

*How do beneficiaries address their problems today?  
List competitive products/services or work-around approaches your beneficiaries have for meeting their needs.  
How are our competitors overcoming this challenge? What solutions exist in the marketplace today?*

3

## Measuring success

*What do we want Beneficiaries to think and feel once we implement a solution?  
What specific behaviours can you measure that will indicate beneficiaries place value in your solution?  
What business performance metrics will be affected by the success of this solution?*

5