

INNOVATE4IMPACT CHALLENGE

Lean Business Model Canvas

Team Name: _____

Project/Solution: _____

Team Members: _____

Date: _____

1. PROBLEM

What problem are we trying to solve?

1.

2.

3.

Who experiences this problem?

2. CUSTOMER / USER

Who will use, benefit from or be affected by our solution?

Primary user:

Who might pay for or support it?

How do we know they need it?

3. UNIQUE VALUE PROPOSITION

Why should people care about our solution?

Our solution helps _____

to _____

by _____

Unlike _____

our solution _____.

Our one-sentence pitch:

"We help _____ solve _____ by _____."

4. SOLUTION

What are we creating?

Describe your solution in **3 simple points**:

1. _____
2. _____
3. _____

What technology will we use?

- ☐ AI
- ☐ App / Website
- ☐ Robotics
- ☐ Sensors / IoT
- ☐ Data
- ☐ Renewable Energy
- ☐ Other: _____

5. CHANNELS

How will we reach our users?

- ☐ School
- ☐ Community groups
- ☐ Social media
- ☐ Website
- ☐ Events
- ☐ Partnerships

- ☐ Campaigns
- ☐ Other: _____

Our best way to reach people:

6. REVENUE / SUSTAINABILITY

How could the idea continue financially?

- ☐ Product sales
- ☐ Subscription
- ☐ Service fee
- ☐ Sponsorship
- ☐ Grants
- ☐ School/organisation contracts
- ☐ Donations
- ☐ Partnership funding
- ☐ Other: _____

How much might it cost the customer?

£ _____

How will the project sustain itself?

Remember: Not every social or environmental solution needs to make a profit. Explain how it can continue operating and creating impact.

7. COSTS

What will we need to spend money on?

Cost	Estimated amount
Materials	£ _____
Technology	£ _____

People / skills	£ _____
Marketing / campaign	£ _____
Other	£ _____
Total	£ _____

8. KEY PARTNERS

Who could help us make this happen?

Potential partners:

- ☐ Schools
- ☐ Local businesses
- ☐ Universities
- ☐ Community organisations
- ☐ Local authorities
- ☐ Charities
- ☐ Technology companies
- ☐ Environmental organisations
- ☐ Other: _____

Our 3 most important partners:

1.

2.

3.

What would we need from them?

9. IMPACT

What difference will our solution make?

SDG connection:

- ☐ SDG 12 — Responsible Consumption & Production
- ☐ SDG 13 — Climate Action
- ☐ Other: _____

Environmental impact:

Social impact:

Economic impact:

How will we measure our impact?

What will we measure?	Our target
People reached	_____
Waste reduced/reused	_____
Energy saved	_____
Emissions avoided	_____
Behaviour changed	_____
Other	_____

LEAN TEST

Before we build too much, identify your **biggest assumption**.

Our biggest assumption is:

We believe _____

How will we test it?

- ☐ Interview users
- ☐ Run a survey
- ☐ Create a prototype
- ☐ Run a community activity
- ☐ Test our campaign
- ☐ Observe behaviour
- ☐ Other: _____

What would prove us wrong?

What did we learn?

OUR LEAN BUSINESS MODEL IN ONE PAGE

Problem	Solution	Unique Value
What problem?	What are we building?	Why is it valuable?
Customer/User	Channels	Partners

Who needs it?	How will we reach them?	Who can help?
Costs	Revenue/Sustainability	Impact
What will it cost?	How will it continue?	What change will it create?

Innovate4Impact Challenge

BUILD IT → TEST IT → SERVE IT → AMPLIFY IT → SCALE IT

Our idea in one sentence:

We are solving _____ for
 _____ by creating
 _____ using _____ to
 create _____ impact.

Team confidence: ★ ★ ★ ★ ★

How ready are we to test our idea?

- ☐ 1 — We need more research
- ☐ 2 — We have an early idea
- ☐ 3 — We are ready to test
- ☐ 4 — We have tested it
- ☐ 5 — We are ready to scale

Teacher/Coach Feedback:

REMEMBER: A great business model starts with a real problem, understands its users, creates value and finds a sustainable way to deliver impact.