

DEFINITIONS TO THE NINE BUILDING BLOCKS OF MISSION MODEL CANVAS

The Nine Building Blocks comprise the main elements of any successful Mission Model. Here you find clear explanations for the building blocks that are included in The Mission Model Canvas. Use it as a guide while mapping your own canvas.

Beneficiaries

The Beneficiaries Building Block defines the specific beneficiaries and stakeholders that the organization is trying to help.

Beneficiaries are the focal point of any mission driven organization. It is their needs that the mission is attempting to meet. Beneficiaries can be grouped into several distinct target groups, according to their needs, situation or other defining characteristics. It is crucial that a mission driven organization knows which beneficiaries it is working to help. By focusing on the Beneficiaries Building Block your organization can specify and clarify the exact beneficiaries of your mission.



Value Proposition

The Value Proposition Building Block defines the value that the organization offers to its beneficiaries.

There's no point to a mission driven organization that doesn't deliver a benefit or solves a need for its targeted beneficiaries. It must be of real value to somebody. Something that makes an actual difference in their lives. The Value Proposition is the products or services that you offer. It is the benefit that your beneficiaries receive from the organization. The Value Proposition Building Block consists of the products and services that solve needs for your beneficiaries.



Mission Achievement/Impact Factors

The Mission Achievement/Impact Factors Building Block defines the measures according to which you evaluate the success of your mission.

The ultimate purpose of any mission driven organization is to help and benefit its beneficiaries. In other words, it is to make an actual difference in the world. But how does the organization know whether it succeeds in its mission? And to what degree? The Mission Achievement/Impact Factor Building Block explains the measures according to which you define success. Put down the goals that your organization is attempting to realize, and try to do it in a quantifiable way.



Deployment

The Deployment Building Block explains the way in which the product or services will become available and benefit the target beneficiaries.

Whether the organization attempts to alleviate hunger or help people who are struggling with unemployment, the value proposition needs to reach its beneficiaries. It is necessary to map the way in which the products or services gets into the hands of the right people. An educational service for impoverished Third World children or a new IT-software will only be of use to its intended beneficiaries if the organization knows the specific way for it to be deployed. Explain the specific deployment method of your organization in the Deployment Building Block.



Buy-in & Support

The Buy-in/Support Building Block maps the supportive actors who are critical for the realization of the intended goals of the Mission Model.



No mission will succeed on its own. It will in almost all cases require that certain people or institutions wish to back it with their time and their resources. This is what the Buy-in/Support Building Block is for. It is intended to make you reflect about those that are important for the success of your mission and whom you continuously need to get excited about your project. Many people could potentially prevent mission achievement. Make sure that you map out all the people and institutions who need to get on board in order to realize the ambitions of your Mission Model.

Key Resources

The Key Resources Building Block includes the human, physical or immaterial resources that is needed in order to carry out the mission.



Just as a physical production facility may be of critical importance to a private enterprise, any mission driven organization will rely on key resources. These resources may be human, physical, intellectual or of a more financial kind. It may be a network of volunteers, a trust-inducing brand, or it may be a highly advanced technological solution that the organization has developed. The Key Resources Building Block includes the most important resources to the mission driven organization.

Key Activities

The Key Activities Building Block highlights the strategic activities that the organization must perform in order to succeed in its mission.



A whole range of different activities are required to accomplish the mission objectives. However, some are more essential than others. Some activities are of such importance that they require continuous improvement and perfection. Whether these essential activities are to collect donations and grants or whether they are to gain new scientific knowledge via substantial research programs, these activities comprise the elements of the Key Activities Building Block. Here you should consider the activities that are of strategic importance to mission achievement in your organization.

Key Partners

The Key Partners Building Block maps the outside resources that are of strategic importance to achieve the goals of the mission driven organization.



In many cases the mission driven organization won't be able to carry out its purpose by itself. It will often rely on various types of third parties and outside resources. It may be volunteers, research knowledge or a new technology from a university. It may also be the skills of a private enterprise. The Key Partners Building Block maps all the third parties that your organization needs to collaborate with. It highlights which people and what institutions that are essential for its success.

Mission Budget/ Costs

The Mission Budget/Cost Building Block includes the budget and associated costs that are necessary for the organization to carry out its mission.



No mission achievement will come about if an organization doesn't have the necessary resources. If it doesn't have any financial resources almost nobody and nothing will be mobilized in the common pursuit of bringing about the intended benefit for its beneficiaries. In other words, there are always certain economic costs associated with the process of mission achievement. The Mission Budget/Cost Building Block should include all necessary financial inputs and costs of the mission. Make sure to put a + in front of the necessary inputs and, conversely, a ÷ in front of your expenses.