

# Mission Design Canvas

### Mission Description:

Design team members:

Date:

Version:

## Key partners & support

Who is in the network of suppliers and partners that will make the mission work?  
Which sectors, organisations, and individuals need to believe in the mission?  
What sources of legitimacy and support authorise the organisation, or wider system, to act and create value?

## Key activities

What key activities do you want to incentivize to support the mission?  
What lever(s) need to be activated?

## Value proposition

(Public)

What is/are the public value(s) or purpose(s) of your mission?  
Are risks and rewards balanced with the private sector?  
What activating role will government play in the wider mission ecosystem?

## Beneficiary relationship(s)

What is the nature of the relationship kept with beneficiaries?  
How will you build support and buy-in with each of them?  
How will you balance risks and rewards between sectors and beneficiaries?

## Beneficiaries

## Primary

Who are the individuals or communities that will **directly** benefit?

## Secondary

*Who are the individuals or communities that will benefit indirectly?*

## Tertiary

Who might be affected indirectly or in the future?  
Who might be affected by unintended consequences?  
What vested interests, public and private, are implicated?

## Feedback loops

How will you learn whether value is being created for beneficiaries?

## Budget & cost structure

How will the mission be funded, now and in the longer term?  
What kind of investments are needed to direct transformational changes?  
What financing mechanism(s) will be used?

## Outcomes to be evaluated

What outcomes do you expect to see as a result of the mission?  
How will the impact of the mission be evaluated, both in the short and long term?

Short-term

Long-term