

# PROJECT CONCEPT CANVAS

**WHAT is the opportunity?**

What is the current v ideal state?

**WHY does it matter?**

How does it link to the objectives of the organisation that will pay for it?

**Our SOLUTION...**

**...must...**

Who benefits? What outcomes / benefits will they receive?

**...might...**

What other outcomes / benefits would be nice to have?

**...won't...**

What is out of scope?

**WHEN do we need it?**

It will take at least ..... and no more than ..... *weeks / months / years* to deliver

It can commence ..... and should be delivered no later than .....

**WHO wants it?**

If this opportunity is approved as a project, the client will be .....

The client will *accept* the project deliverable(s)

Other people endorsing this opportunity include .....

**HOW much will it cost?**

It will cost at least \$ ..... and no more than \$ .....

There is currently \$ ..... allocated in the budget to make this happen

**WHERE do I sign?**

..... is authorised to spend \$ ..... & ..... *days / weeks / months* developing:

- This opportunity is  low  a project plan  
 medium  a simple business case  
 high risk for our organisation  a detailed business case for this opportunity

..... Name & title .....