

# 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 for this project

## 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 .....