

# 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 .....