

Program Objective

- (1) What community issue are you addressing and what are the primary challenges?
- (2) How will this program help your clients build digital skills and work toward self-sufficiency?



Program Planning Canvas

Clientele

- (1) Who is your target clientele?
- (2) What are the primary challenges facing your clients?

Key Activities

- (1) List the tasks needed to execute the program.
- (2) What are the primary steps / activities you will need to make this program a success?
- (3) How will you promote program adoption & participation among the target clientele?

Key Resources

- (1) What resources are needed to complete the key activities?
- (2) What data or outside support will you need?
- (3) What technologies will you need?
- (4) Where might you need help?

Value Proposition

- (1) What value will your program deliver to clients?
- (2) What value will your program deliver to the Digital Empowerment Community?

Key Partners

- (1) Who could help you execute this program?
- (2) What existing organizations can help you obtain your key resources?
- (3) What other existing community groups will have an interest in bringing this project to life?

Costs & Revenues

- (1) What are the costs (approx.) of the key activities & key resources?
- (2) How will your key partners help to support you?
- (3) What funding & revenue sources are you exploring for this program?

Program Planning Canvas based on:



Civic Tech Project
Planning Canvas



The Business
Model Canvas