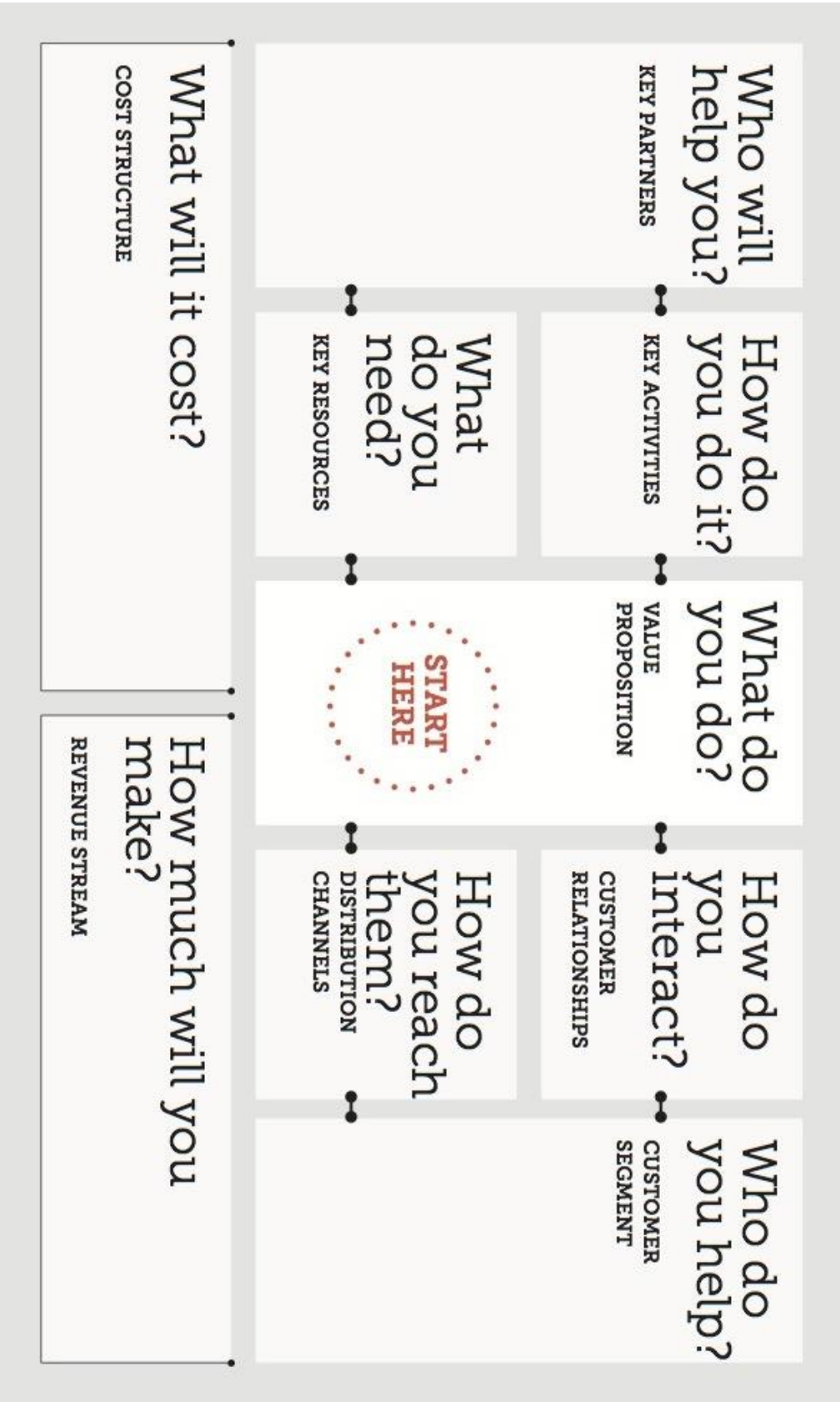


# Business Model Canvas



Source: [www.greaterphoenix.score.org/blog/better-more-effective-approach-business-planning](http://www.greaterphoenix.score.org/blog/better-more-effective-approach-business-planning)

# Elevator Pitch

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You are at a conference for librarians and start chatting with the person sitting next to you. They ask you what interesting projects you are working on at your library. Do you have a pitch prepared?

**Working with a partner spend 30 seconds pitching your idea. Have your partner share feedback after you are done. Switch roles.**

Outline:

- Describe the problem you are hoping to address
- What is your solution?
- How will you implement your project?
- Share what makes you different from other programs
- Wrap up your pitch with your goal/ask

Take a couple of minutes to write some notes or key talking points before you start.

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## Partner Feedback

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# Plan of Attack

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Choose two organizations to target.

**Organization 1:** \_\_\_\_\_

**Why them?** \_\_\_\_\_

**How will you approach them? (common connection? at an event?)** \_\_\_\_\_

\_\_\_\_\_

**What do you hope to accomplish by building a relationship with them?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How will they help your project be successful?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

|||

**Organization 2:** \_\_\_\_\_

**Why them?** \_\_\_\_\_

**How will you approach them? (common connection? at an event?)** \_\_\_\_\_

\_\_\_\_\_

**What do you hope to accomplish by building a relationship with them?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How will they help your project be successful?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Be S.M.A.R.T with Data

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## Goal

Identify **one** goal for your project (a broad, general statement about what you plan to accomplish).

- \_\_\_\_\_

## Objectives

Identify **two** objectives that will help you reach your goal. These should be SMART and flow from your goal.

- \_\_\_\_\_
- \_\_\_\_\_

## Data

What will you need to track to demonstrate success?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What tools will help you track that data?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_