Business Model Canvas

Source: www.greaterphoenix.score.org/blog/better-more-effective-approach-business-planning
Elevator Pitch

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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www.bit.ly/BRIC_ULCON17
Plan of Attack

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

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?

- ____________________________________________________________
- ____________________________________________________________
- ____________________________________________________________
- ____________________________________________________________
- ____________________________________________________________