**How to comment your Lean CANVAS model**

Define your main idea according CANVAS

**Main Products and Services and value for the clients/target minority group**

Describe in depth your products or services (technical specifications, drawings, photos, sales brochures, and other items belong in Appendices). What factors will give you competitive advantages or disadvantages? What will motivate sponsors and donators to support your activity?

Your short description. ...........................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................................

**Customer definition**

***Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics (age,gender)....***

................................................................................................................................................................................................................................................................................................................................................................................................................................

**Market analysis (Environment, Competition, Customer, Company analysis). We need to go through those analyses**:

1. ***The situation in external environment – PEST analysis – what will affect your operation within community?***

The criteria are Political and Legal (P), Economic (E), Social (S), Technical (T), the analysis expands its external aspects (Opportunities and Threats) and to get greater understanding of the external environment and the marketplace. Give the mark of importance (5- the most, 1- least important)

|  |  |  |  |
| --- | --- | --- | --- |
| Political and Legal (P) | Importance (points) | Economic (E) | Importance (points) |
|  |  |  |  |
| Total points |  | Total points |  |
| Social (S) | Importance (points) | Technical (T) | Importance (points) |
|  |  |  |  |
| Total points |  | Total points |  |

1. **Competition Analysis**

What products and companies will be competing with you? List your major competitors – organizations, volunteers…free time activities, apps?

1. **SOAR analysis**

SOAR is a strategic planning tool used to evaluate and manage internal and external factors that affect your organisation.

• Strengths What can we build on?

• Opportunities What are our stakeholders asking for?

• Aspirations What do we care deeply about?

• Results How do we know we are succeeding?

Give the mark of importance (5- the most, 1- least important)

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Importance 5 to 1** | **Opportunities** | **Importance 5 to 1** |
| Example questions:   * What do we excel at / are most proud of? * What makes us unique? * What are our values?   Example: We have maintained consistently ‘good’ CQC ratings.  All our care staff are trained in mental health.  A core group of staff are trained in PEG feeding. |  | Example questions:   * What changes and gaps in the market align with our strengths? Tip: Look up the Market Position Statement for your Local Authority. * What threats do we see that we could reframe as opportunities? * What needs and wants are we currently not fulfilling for our internal and external stakeholders? * What partnerships would lead to greater success?   Example: The local market position statement highlights a need for better support for older people with mental health needs. It also highlights the need for increased nursing home supply. We are planning to explore the possibility of specialising in care for older people with mental health needs. We will look at a partnership with the local mental health trust to explore joint working. |  |
| **Score of Streght** |  | **Score of opportunities** |  |
| **Aspirations** | **Importance 5 to 1** | **Results** | **Importance 5 to 1** |
| Example questions:   * What is our vision for the future, what do we want to achieve? * How can we make a difference?   Example: We would like to become a specialist service supporting older people with mental health needs. This could make a difference as there is a need in the local area for this specialist provision. |  | Example questions:   * What measures will tell us we are on track to achieve success? * How do we know when we’ve achieved our goals? * How do we measure impact, change or improvement?   Example: We will need to ensure the staff are trained and confident to deliver this type of service. Good marketing with the local commissioners and a partnership with the local mental health trust. We would also like to see more nursing skills delegated to our trained care staff. |  |
| Score Aspirations | xxxx | Score of Results |  |

And after that you will comment each “box” in lean canvas model.