S3 Organization Canvas

rov 2021-05-15

The S3 Organization Canvas is a tool for exploring new business models or product ideas, or for communicating existing ones. Sections are numbered to indicate the suggested order of moving through the canvas. For new business models or products, it's a good idea to create several canvases, which each explore different tangents, and then integrate the best ideas into a smaller set of canvases. Those can then be tested through pretotyping or other means of interacting with (potential) customers.

Key Drivers

What are the top three drivers your organization responds to?

Describe each driver in terms of actor, needs and context. Actors can be individuals or groups, inside or outside the organization, or the organization itself.

Key Deliverables

What does your organization provide to meet the key drivers?

Describe the top three deliverables (products, services, experiences or transformations).

Customer Segment

Who will be your ideal customers?

These should relate to the actors mentioned in your key drivers.

Early Adopters

What part of your customer segment

can you use to find out fast whether or

not your organization is able to deliver

value?

Unique Value Proposition

What is the one thing that makes your organization unique?

Explain what will convince your customers and your partners to choose your organization over others.

Key Challenges

What are important constraints or risks your organization is facing?

Look to your key drivers, customer segment and unique value proposition to identify them.

Key Partners

Who can provide essential support, services or materials to your organization?

What might you outsource our buy?

Key Resources and Skills

What does your organization need to sustain itself and create value for the customer?

What skills do you need to create the key deliverables?

Channels

How does your organization deliver its value proposition to its customers? How do customers find out about your organization?

Key Metrics

How will you measure effectiveness of your response to your key drivers?

Key Values

Describe the culture of your collaboration, and how you will interact with the rest of the world. List three guidelines for behavior and/or ethical constraints you consider essential to the success of your organization.

Cost Structure

What are fixed and running costs for your organization?

Revenue Streams

How will you start and sustain your organization financially?

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Name of the Organization

Author(s)

Date/Version

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Key Drivers	Key Deliverables	Customer Segment	Unique Value Proposition
			Key Challenges
		Early Adopters	
Key Partners	Key Resources and Skills		
		Channels	
	Key Metrics	Key Values	
	Cost Structure	Revenue Streams	

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