

Mission Model Thinking Template

PROJECT NAME

DATE

DESIRABILITY

What is the problem?

What is the difference you're trying to make in the world?

Who has the problem?

Who are the people directly impacted who are aware of the problem?

FEASIBILITY

What is the solution?

What technology, know-how, or people do you need to create it?

What are the risks to creating this solution?

What might not work out?

VIABILITY

What are the benefits?

How does this help the user? The customer? The stakeholders?

What are the costs?

How will your budget be allocated? (Include money, people, and time.)
What are the one-time costs? What are the fixed costs? What are the variable costs?