

THE PROJECT CONCEPT CANVAS

What is the opportunity?

Why does it matter?

MUST

MIGHT

WON'T

OUR SOLUTION

When do we need it?

Who wants it?

It will take at least this long

And no more than this long

If approved: Our client is:

Other people endorsing

COST ESTIMATE AND BUDGET

CHARTER AND NEXT STEPS

It will cost at least

And no more than

Currently allocated for project

APPROVAL:

Project Manager Assigned

Authorized (\$)

Authorized (Time)

Approved by:

