

# The Purpose Canvas | Are you in for the money—or the mission?

Use this canvas to define how your initiative, project, company, startup, etc. is going to be purposeful. Similarly to the Business Model Canvas, your answers are a hypothesis you need to test and validate in real life. After validating your assumptions, come back and tweak your canvas until you have found your purpose-impact fit, i.e., the way you are uniquely qualified to make a meaningful contribution to a better world. Use this canvas to communicate your purpose effectively. Share it with your employees and stakeholders to align action towards a common purpose.

This Purpose Canvas is for:

<b>Title:</b>	<b>Website:</b>	<b>Initiator:</b>
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**Purpose**  
=  
**Goal** + **Meaning** + **Contribution**



## Intention

### Why Statement:

What is the fundamental principle or belief that motivates you to start this project/company in the first place?  
.....

### Problem Statement:

When comparing your principle/belief and the status quo, what is the discrepancy you find and which should not be there?  
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### Solution Statement:

What does your solution to the problem look like?  
.....

### Objective

What will the world look like once you succeed solving the problem?  
.....

### Mission Performance Indicator (MPI):

How are you measuring your progress towards the solution of the problem? Choose one objective and quantifiable indicator that relates to the problem you intend to solve.  
.....



## Values

What are the three to five values that guide your decision making? List them in ranked order:  
.....



## Resources

How much resources is your activity going to require from an individual working at your company?  
(1: Way below average – 3: Average – 5: Way above average)?  
.....

Physical Energy: \_\_\_\_\_  
Cognitive Energy: \_\_\_\_\_  
Emotional Energy: \_\_\_\_\_



## Relationships

To be meaningful and qualify as a purpose initiative, your project needs to benefit other people. List the stakeholders benefitting from your initiative in ranked order:  
.....



## Key Results

What key results does your initiative focus on to keep track of your progress towards achieving your goal?  
.....



## Leadership

Imagine your initiative had a website and people could leave a review. What would a 5 star review look like? Which story should they be telling about their experience with you and your product/service?  
.....

