

# Workshop 3 - Open Source Canvas

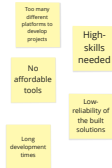
**What?** A tool summing up current assumptions and practices

**Why?** Get an overview of your business strategy and see what you should focus on and what is getting in the way

**When?** Whenever you discuss business strategies

## 2 Problem

What problem are you trying to solve for your users?



## 3 Solution

What is your solution?

**Open-source considerations:**  
 - Why is the solution open source?  
 - To provide a free offering?  
 - To build up community?  
 - Any other?  
 Will you achieve it independently or through a foundation?  
 What about licensing?



## 7 Activities

What are the inbound and outbound activities you will carry out to encourage engagement with the project (e.g. conferences, blog)



## 4 Unique Value Proposition

How do you bring value to your customers? What is the promise of your project?

**Open-source considerations:**  
 Does the fact that it is open source contribute to the uniqueness of your offering? How?

A user-friendly and open-source electronics prototyping platform for hobbyists, educators, scientists, and makers (among many others) that simplifies the process of working with microcontrollers and creating interactive projects enabling ease of learning, creating, and rapid prototyping unlike more complex or less accessible microcontroller systems and single-board computers.

## 5 Community Relationships

What are the strategic relationships that are critical to building up your community?  
 - Contributors  
 - Evangelists  
 - Thought leaders  
 - Integrations with other projects  
 \* ...

Strategic relationships with hobbyist groups, educational institutions, tech influencers, hardware and software contributors, and third-party developers who integrate with or build upon the Arduino platform.

## 6 Channels

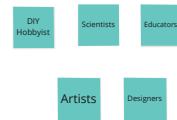
How are you going to reach to your users?



## 1 Users

Who are your users? Describe your target audience in a couple of words.

**Contributors:**  
 Which users can mostly contribute to your project? (i.e., super-users)



## 8 Cost and Resources

What will your costs be (e.g., infrastructure, marketing)?  
 And what about the human resources (e.g., engineers, community manager, evangelists, etc.)?



## 9 Adoption Criteria & Potential Revenues

How do you measure the success of the project? Some examples: Size of the community, number of contributors, revenue, etc.  
 Do you foresee any revenue streams? In which examples can be? Streams of revenue

