

# ACCO MODEL CANVAS

**Our Mission / Vision:**

**Our Measures:** *(how do we measure our success?)*

**The Problem** *(Why we exist?)*

**Our Clients:** *(Who are they and what support do they need?) This can include sponsors, funders and how to reach them?*

**The Solution / Our Activities / Services:** *(What you do?) What services and programs do we provide?*

**Our Value Proposition / Differentiators** *(What makes us unique?)*

**Mission or Program Budget / Cost.** *(What do you need to fund your plans/ programs?)*

**Our Existing Income Streams:** *(Where do we currently get our income?)*

**Our Key Potential/ Improved Income Streams:** *(What are our shortlist of income streams?)*

**Existing Key Resources:** *(What do we have that we can leverage? E.g. physical, IP, Human, Financial, Partnerships)*

**Our Existing Partnerships:**

**Our Desired Partnerships:** *(Who could help us carry out our activities?)*

**Key Competitors:** *(who are we competing with for resources & our clients?)*

**Potential Mergers:** *(who could we merge with to work to achieve some or all of our activities?)*

**Key Challenges:** *(what are the biggest challenges we face in achieving our mission?)*

**Our Potential** *(Our Offerings / Environmental Scan): What are we very good at that we can “sell” to others? What is around us (environment) that is a possible business/income source? (see Example page)*

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## Example

### Our Potential (Our Offerings / Environmental Scan)

*What are we really good at that we can “sell” to others?*

*What is around us (environment) that is a possible business/income source? (see Example page)*

See Mundine and Henderson, **Back to Basics: A new model for business creation in remote Indigenous communities** for some great examples (some summarised below).

Retail (eg. Second hand clothing, furniture) – Art (selling) – Horticulture (do some plants grow well around you? Can you collect, grow & sell them including seeds, bush foods & medicines) - Agriculture & Aquaculture (kangaroo meat & leather, clearing feral pests, growing fruit & vegetables for locals) - Trades & Maintenance – Transport (develop public transport to community & to towns) – Mining & Infrastructure (supplying goods & services) – Tourism & Hospitality (is there something special about your location? Can you offer tours, camping) – public Programs & services (e.g. do you keep up with grants & tenders, can you access a Post-COVID recovery program?) - Business (can you offer back-office support)

