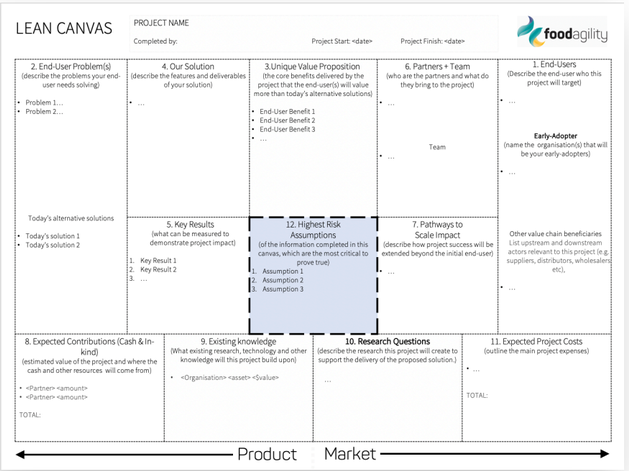
foodagility
Research Agility

The Research Agility
Lean Canvas

V1.0.0

The Research Agility Lean Canvas



What is it?

The Research Agility Lean Canvas is a 1-page business plan. It's a critical part of Lean Startup Methodology. We've adapted the template to make it relevant and useful for collaborative research. It contains the most important information about a project and is updated as the project progresses.

Who fills it out?

The project lead in collaboration with the Food Agility Innovation Manager.

Why is it important?

- Helps teams prioritise the riskiest parts of the project and removes surprises later down the track
- Increases transparency between project partners by using simple language to write out project ideas
- There's not a lot of room to write, focusing the team on the content rather than the writing
- Prioritises the customer, the customer problems and the project value proposition over the suggested solution
- Treats all knowledge as an assumption until proven true
- Encourages clear discussion about each part of the project

Where to start:

- Start with the box that is easiest.
- Logical pairs of discussions are:
    - End-User + End User Problem + Alternative Solutions
    - Value Proposition + Solution + End-Users
    - Cash Contributions + Partners + Expenses
    - Existing Research + Research Questions + Solution
    - Key Results + End-User Problem + Pathways to Scale

Top tips:

- Clarity and simplicity in language = clarity in purpose.
- Review the Lean Canvas at the start of each team meeting. What has changed? Are your risky assumptions still risky? How are you tracking towards your key results?

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PROJECT NAME

Completed by: **Project Start:** <date> **Project Finish:** <date>

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End-User Problem(s) (describe the problems your end-user needs solving) • Problem 1… • Problem 2… Today's alternative solutions • Today's solution 1 • Today's solution 2	Our Solution (describe the features and deliverables of your solution) • … Key Results (what can be measured to demonstrate project impact) 1. Key Result 1 2. Key Result 2 3. …	Unique Value Proposition (the core benefits delivered by the project that the end-user(s) will value more than today's alternative solutions) • End-User Benefit 1 • End-User Benefit 2 • End-User Benefit 3 • … Highest Risk Assumptions (of the information completed in this canvas, which are the most critical to prove true) 1. Assumption 1 2. Assumption 2 3. Assumption 3	Partners + Team (who are the partners and what do they bring to the project) • … Team • … Pathways to Scale Impact (describe how project success will be extended beyond the initial end-user) • …	End-Users (Describe the end-user who this project will target) • … Early-Adopter (name the organisation(s) that will be your early-adopters) • … Other value chain beneficiaries List upstream and downstream actors relevant to this project (e.g. suppliers, distributors, wholesalers etc), • …

Expected Contributions (Cash & In-kind) (estimated value of the project and where the cash and other resources will come from) • <Partner> <amount> • <Partner> <amount> TOTAL:	Existing knowledge (What existing research, technology and other knowledge will this project build upon) • <Organisation> <asset> <$value>	Research Questions (describe the research this project will create to support the delivery of the proposed solution.) …	Expected Project Costs (outline the main project expenses) • … TOTAL:

Product Market

Research Agility

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Explainer Notes

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End-User Problem(s)

- Describe the specific problem that your end-users have.
- Try to be specific to the end-user, rather than the broader industry.
- You do not have to list everything – just the top 3-4 problems.

Today's alternative solutions

- How are end-users solving the problem now, without your solution?
- Your solution must be much more compelling to get them to switch.

Our Solution

- What will the project deliver that is unique and will solve the end-user's main problem (e.g. is it an app, a website, training, hardware)?
- Be reductive and specific. If it's a "model" describe the physical form of the model (e.g. "a PDF document containing a model")
- Describe the main features.

Unique Value Proposition

- This is your promise to the end-user. It should get them excited.
- If your project was successful – what value would it give to your end-user?
- E.g. Save time or money? Giving them more information so they can make decisions? What will being able to make better decisions give them?

Partners + Team

- Which organisations will form the project team? What are their roles?
- Name the core team members.

End-Users

- Whose problem are you solving?
- List the types of people (e.g. grain farmers), then name specific people or organisations.
- Prioritise your early adopters. You can always change priorities later as you learn more about your end-users.

Key Results

- What metrics will you use to measure the success of the project?
- What change do you want to see?
- Make it measurable. Focus on outcomes rather than activities.

Highest Risk Assumptions

- Of all the things that could go wrong - what are the ones that would impact the project the most? Prioritise them.
- You should be able to explain how you will manage each one.

Pathways to Scale Impact

- How will the project's solution have impact after this project is over?
- How will you get it into the hands of end-users?
- Who will do that work? Will it require new partners, new funding?

Expected Contributions (Cash & In-kind)

- Where will the project funding come from?
- What is each partner contributing in cash?
- What is each partner contributing in in-kind (and what is the in-kind, e.g. data)?
- What data and IP are people contributing?

Existing knowledge

Specific to research projects

- What research inspired the project?
- Name publications / existing research work you are building on.

Research Questions

- What are the knowledge gaps in the existing research?
- What specific research questions will this project address? (and how is this knowledge essential to the technology solution being suggested in this project?

Expected Project Costs

- What are the main expenses in this project?
- Who is the money going to?

Product Market