

Moonshot Canvas

Create radical new solutions to the toughest problems you face by thinking big.



Takes 1 hour to complete



For individuals or teams



Must be worked on at the same time



Can be done remotely or in-person

Getting started

Use sticky notes to capture everything. Try to keep it to one point per sticky note using short phrases.

Part 1: Challenges

We have a What If? to inspire innovation and bold ideas but what are the hurdles and obstacles in our way?

Part 2: Impact

- What difference do we want to make...
- How do we ensure it is inclusive and equitable for all?
- What are the urgent actions?

Step 3: Vision (bold ideas)

This is your moonshot moment - to develop a big idea or ideas and explore how to put them into practice. Draw inspiration from the challenges and the impact you have discussed. This needs to be HUGE there are no limits, we are looking for ideas with potential to change the lives of millions of people. How do you make sure it is viable?

Step 4: Lift Off.

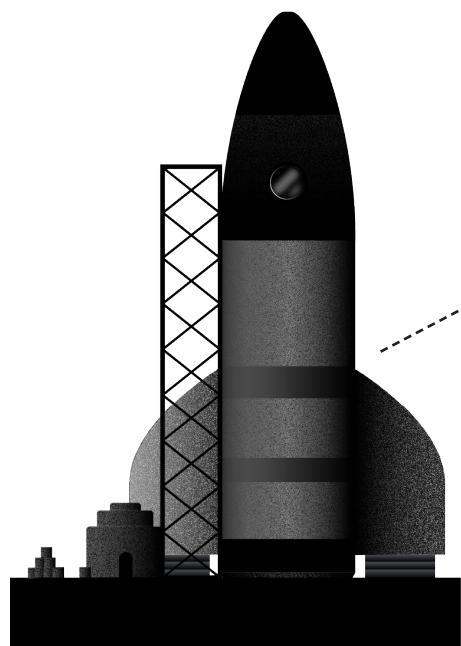
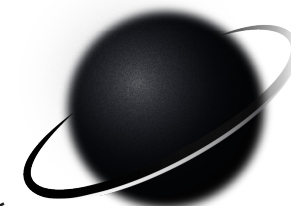
This is your Rocket moment. As a group lets reflect on our conversations. What big idea or ideas do we want to take forward? Use the rocket provided and write the idea / concept in a sentence. This is our future wish but also a key area or topic we wish to take forward in partnership.



What if...

Impact

What difference will we make?



Challenges

What will we need to address?



Moonshot Canvas

This is an example format for laying out the tool, please try to replicate it as best you can in a larger format, e.g. on a large whiteboard using sticky notes.

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