



BTI Institute

Webinar

Planning for the Performers Meeting  
(Second Annual PI Meeting)

# Agenda

- Purpose of the Webinar – Ioannis
- Using the Mission Model Canvas – Tom
- Next Steps and Close - Ioannis



# Making Better Connections

# Making Better Connections

- ... making priorities explicit
- ... from an idea to a specific use case
- ... from the work plan to the deliverables
- ... transition to the operators

# OUP Guidance for the PI Meeting

- 25% Accomplishments
- 75% Transition

making priorities explicit



# Mission Model Canvas

Making priorities explicit

# Using the Mission Model Canvas - Context

- DHS-OUP strong emphasis on value created from research
- Similar trend to NSF's Innovation Corps (I-Corps)
  - Hope is that you will be able to reuse the methodology
- Based on Lean Startup methodology
  - Customer Discovery (aka end users/beneficiaries)
  - Tools, such as the Mission Model Canvas
- Recognizing the difference
  - Market pull vs. Technology push

# Using the Mission Model Canvas - Customer Discovery

- In BTI Institute research projects, customers are:
  - Beneficiaries and/or End Users
- Beneficiaries/End Users are People in specific jobs not Companies
  - Example: Customs and Borders Protection, Office of Field Operations Analysts.....not DHS or CBP or OFO
  - May have multiple Beneficiaries/End Users. Choose the ones where your technology has the greatest impact
- Project Champions
  - May be end users, may be conduits to end users, etc.












# Using the Mission Model Canvas - Tools


- Two primary tools
  - Mission Model Canvas (MMC)
  - Value Proposition Canvas
- Value Proposition Canvas is a subset of the MMC
- Purpose of Value Proposition Canvas
  - Intended to help you articulate your beneficiaries/end users, value propositions, and the relationship between them

# Mission Model Canvas - Template

**The Mission Model Canvas**

Mission/Problem Description: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Key Partners 	Key Activities 	Value Propositions 	Buy-in & Support 	Beneficiaries 
	Key Resources 		Deployment 	
Mission Budget/Cost 		Mission Achievement/Impact Factors 		

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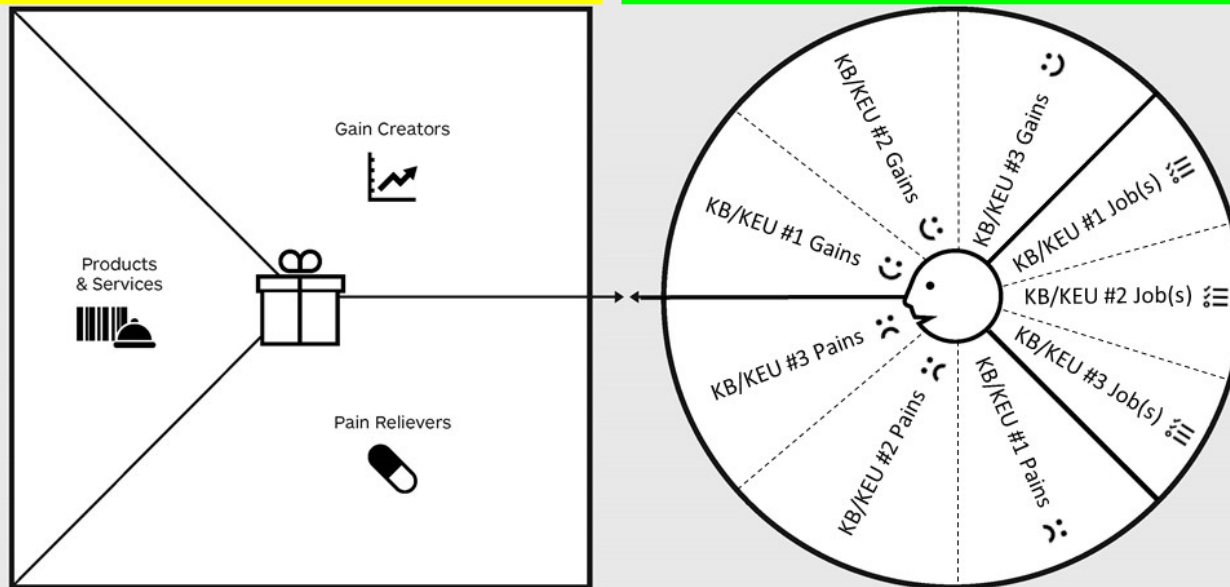
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# Value Proposition Canvas - Template

## The Value Proposition Canvas

Value Proposition

Key Beneficiaries / Key End Users (KB/KEU) Segment



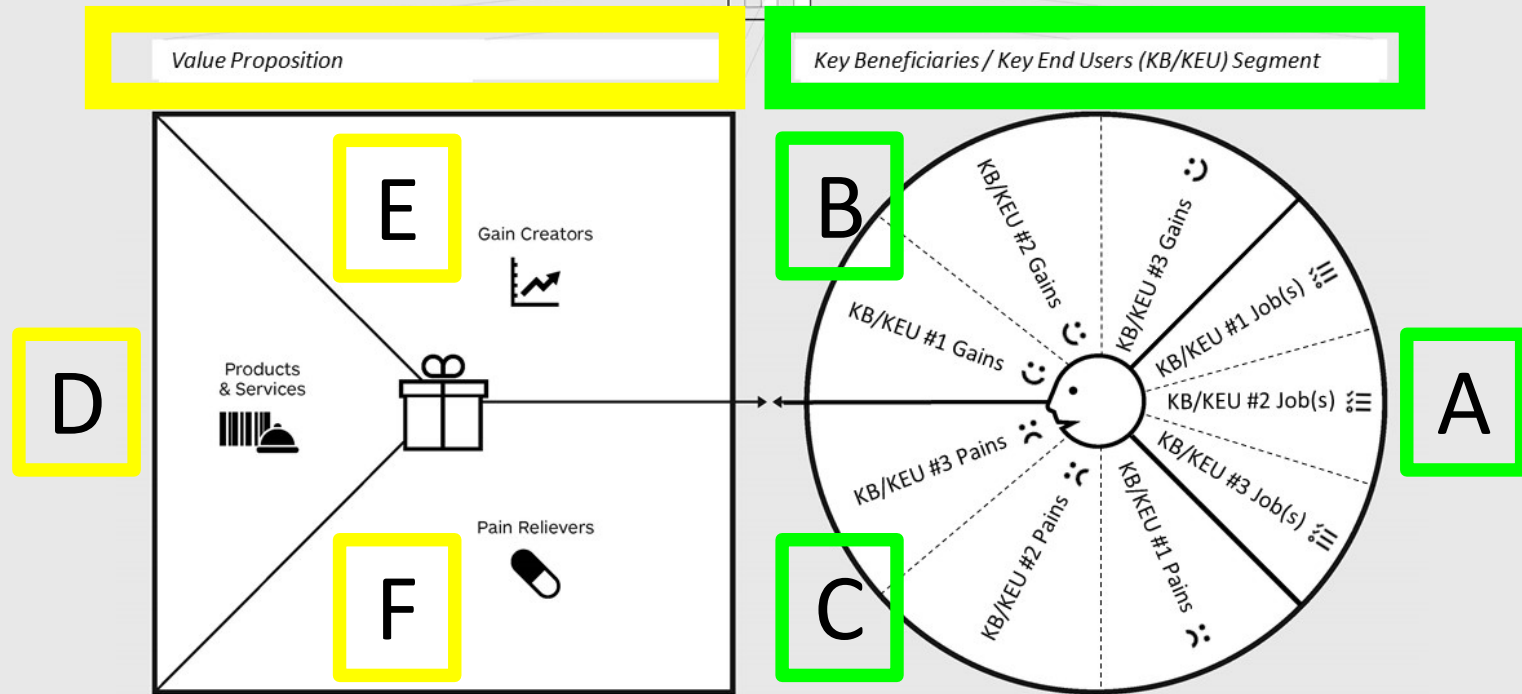
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# Value Proposition Canvas - Template

## The Value Proposition Canvas



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# Value Proposition Canvas - Example

Beneficiaries/End Users (pick ones w/most impact)

**A** End User#1: CBP OFO Analysts

**B** Gain #1: Need for flexible experimentation, 'what-ifs'

**C** Pain #1: Existing model outputs difficult to understand

## Suggestions

- Pick beneficiaries/end users impacted most
- Prioritize gains and pains in order of importance
- Don't get caught up on gain vs. pain, capture concept

Credit for Example:  
Dr. Benjamin Melamed,  
Rutgers University

## Value Proposition Canvas - Example (2)

Beneficiaries/End Users (pick ones w/most impact)

- D** Product & Service: Simulation Software for POEs
- E** Gain Creator: Simulate what-if analysis of traffic flow
- F** Pain Reliever: Model visualization and analysis features

### Suggestions

- Mind the market pull vs. technology push aspects
  - Customer gains/pains vs. product features
- Don't forget training, etc. as products & services

Credit for Example:  
Dr. Benjamin Melamed,  
Rutgers University

# Next Steps

making priorities explicit

# Next Steps - Annual PI Meeting Presentations

- Presenting your value proposition canvas will be part of the presentation in December
- Presentation template slides are currently under development
- An additional webinar will be organized to discuss the remaining portion of the mission model canvas



# Next Steps - Mission Model Canvas

**The Mission Model Canvas**

Mission/Problem Description: \_\_\_\_\_ Designed by: \_\_\_\_\_ Date: \_\_\_\_\_ Version: \_\_\_\_\_

Key Partners	Key Activities	Value Propositions	Buy-in & Support	Beneficiaries
	Key Resources		Deployment	
Mission Budget/Cost		Mission Achievement/Impact Factors		

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