

HOW TO SCALE CANVAS



Using the tool
Template
Example

HOW TO SCALE

The tool helps you to explore how to move forward with scaling your solution. It guides you in identifying what exactly to scale, what barriers might be in your way, and which questions still need to be answered.

The tool is valuable if you are looking for a clear and structured approach to scaling.

To be able to start this tool, you must have a validated solution with initial feedback or testing completed. You should also be at a point where scaling is becoming a relevant challenge and you want to assess what's needed to scale effectively

Tips for use

You should use this tool ideally in a group, such as with your project team or key stakeholders. This supports deeper reflection and alignment around the solution's scaling potential.

Use this canvas to document open questions, uncertainties, and blockers. Be honest. This is not about pitching your idea, it's about uncovering what's still fragile or unclear.

How to use

To use the tool, you need:

- Preferably an A3 printed version of the canvas
- Pens, or an online writing tool

Work step-by-step through both sides of the canvas in a workshop setting.

Step 1: Start with the front side of the canvas

Before jumping into scaling strategies, it's essential to first clarify your starting point. The front side of the canvas helps you zoom out and reflect on your current status by answering three guiding questions:

1. Determine what do you want to scale?

- Is it a product, a service, a business model, a process, or something else?
- Be specific: What is the core value or unique element that should be preserved as you scale?

2. What questions or challenges do you still have?

- Are there doubts about your value proposition, target market, business model, or team capacity?

3. What obstacles are you currently facing?

- Are there technical issues, organizational barriers, resource gaps, or stakeholder misalignment?

HOW TO SCALE

Step 2: Move to the back side of the canvas

Once you've completed the front side of the canvas, it's time to flip to the back side of the canvas. Here, you'll assess whether your project is truly ready for scaling by working through six essential themes, each representing a critical lens through which to evaluate your solution:

1. **Ecosystem**
2. **Market**
3. **Assumptions**
4. **Risks**
5. **Buisness model**
6. **Finances**

There is no required order, start with the theme most relevant or uncertain for your project. For each theme, read and discuss the guiding questions. Check off questions that you've already answered thoroughly and confidently. For any question you cannot check off, note it as a priority for further validation or action. If a question is not answered, underlying tools are provided to answer this question.

Step 3: Move to "The Solution"

At the center of the canvas, you'll find a space titled "The Solution". This is where you bring all insights together by answering a final set of scaling-focused questions.

If you have answered all key questions across the six themes and filled in "The Solution", you now have a well-founded, actionable scaling plan.

Step 3: Return to the front of the canvas

Even if you haven't been able to check every box, that's okay. The canvas is not about having all the answers, it's about knowing which questions still matter, and how you will address them over time.

Go back to the front of the canvas and fill in the final box:

Can you now take concrete steps to scale up, why (not)? What are you missing in this scaling process?

Use this space to capture unresolved topics or note what still needs validation or support. Or identify which questions are most critical for your next phase.

This canvas is a working document

Ideally you come back to the canvas as your solution evolves. Scaling is a process, and this tool is here to help you move forward with clarity, not perfection.

HOW TO SCALE

name _____

CANVAS DETAILS

Connected River Project

- Pilot area _____
- Date _____



HOW SHOULD THIS SIDE OF THE CANVAS BE USED?

First, complete the questions on this side of the canvas to clarify what is being scaled and identify any remaining questions, challenges, or obstacles.

FIRST, DETERMINE WHAT DO YOU WANT TO SCALE?

WHAT QUESTIONS/CHALLENGES DO YOU STILL HAVE?

WHAT OBSTACLES ARE YOU CURRENTLY FACING?

HOW SHOULD THE OTHER SIDE OF THE CANVAS BE USED?

Once you have addressed this side, turn to the other side of the canvas, where you will find essential questions to evaluate your readiness for scaling. Assess whether you have clear and well-founded answers to each question. Check off the ones you have thoroughly addressed, and if any remain unchecked, focus on resolving them first. To support this process, relevant tools have been provided. When all questions for each topic have been completed, you can take further scaling steps.

REMAINING

After completing both this side and the other side of the canvas, answer the questions below.

Can you now take concrete steps to scale up, why (not)?
What are you missing in this scaling process?

date _____

HOW TO SCALE

name _____

ECOSYSTEM

Questions for upscaling:

- ☐ Have you identified your key partners, and is it clear whether you have the right ones for scaling? Is your ecosystem complete?
- ☐ Have you thought through who handles management, maintenance, support, and improvements for the solution?
- ☐ Have you checked if there are any gaps upstream or downstream in your value chain?

Tools for upscaling:

- Scin 1
- Partner value matrix

MARKET

Questions for upscaling:

- ☐ Have you identified your target users and the potential user base size?
- ☐ Have you thought through how to reach your users and customers? Is the marketing strategy clear and actionable?
- ☐ Have you thought about how the solution fits the current market situation, or you identified what needs to change?
- ☐ Have you identified any barriers (e.g., adoption, technical, regulatory)?
- ☐ Have you compared your solution to existing competitors or substitutes?

Tools for upscaling:

- Target group
- Persona

ASSUMPTIONS

Questions for upscaling:

- ☐ Have you clearly defined and documented all critical assumptions?
- ☐ Have you based these assumptions on reliable data or insights?
- ☐ Have you identified which assumptions are most risky or uncertain?
- ☐ Have you considered what actions to take if key assumptions turn out to be incorrect?

Tools for upscaling:

- Assumption matrix

THE SOLUTION

Questions for upscaling:

- ☐ Have you clearly identified the problem your solution aims to solve?
- ☐ Have you clearly defined how your solution addresses the problem?
- ☐ Have you tested the idea sufficiently, and have the experimental results been effectively incorporated?
- ☐ Have you determined how customizable the solution is? How customizable should it be?

Tools for upscaling:

- Value builder
- Experimenting

RISKS

Questions for upscaling:

- ☐ Have you identified the key risks you face at each stage (e.g., technological, financial, market-related)?
- ☐ Have you thought through how these risks are managed or mitigated? Do you have contingency plans in place?

Tools for upscaling:

- Business model stress test

BUSINESS MODEL

Questions for upscaling:

- ☐ Have you clearly defined your current or proposed business model?
- ☐ Have you considered whether your business model is scalable?
- ☐ Have you identified the key processes that your solution depends on, or that depend on your solution?
- ☐ Have you assessed whether your organizational structure supports your business model effectively?

Tools for upscaling:

- Business model canvas
- Business model cards

FINANCES

Questions for upscaling:

- ☐ Have you clearly defined the required investments to scale and implement the solution (e.g., capital, resources, time)? Are all costs clearly mapped out?
- ☐ Have you determined whether the project or business model is profitable, and when you expect to break even or reach profitability?
- ☐ Have you formed a clear estimate of your expected revenues?

Tools for upscaling:

- ROI calculator
- Pricing cards

date _____