

SCALING CANVAS AND CUE CARDS



Using the tool
Template

Scaling Canvas

This tool is designed to help scale successful experiments using a structured, collaborative approach. If your project has already proven its value in a test environment, this canvas guides you through critical steps to turn that validated idea into a scalable solution. Thus, to be able to start this tool, you must have finished a successful experiment

Tips for use

You should use the tool in a group setting (6-8 people). Include a mix of roles: decision-makers, team members, project leads, and potential scaling partners. Ensure that everyone is familiar with the original experiment.

Revisit the canvas over time. Scaling is an iterative journey.

How to use

To use this tool, you need:

- A printed or digital version of the canvas.
- Pens, sticky notes, or digital collaboration tools.
- The cue cards for each of the 6 scaling themes.

The canvas is designed to be self-explanatory, with guiding questions for each step. Simply follow the numbered sections in order, starting with Step 1 and progressing through to Step 5, as outlined.

Step 1: READYNESS CHECK

Did your experiments eliminate your assumptions? Evaluate the desirability, feasibility, and viability of your experiment:

- Do users actually want your solution?
- Can it be built and scaled?
- Will it generate value (financial or otherwise)?

Use this step to decide: Are you really ready to scale?

Step 2: SCALING

6 discussions that will help you scale. Cue cards are designed to help with this step.

Discuss the following themes, guided by questions on the canvas and cue cards:

1. Assets / Crown Jewels – What are you actually scaling?
2. Show Stoppers / Threats – What could derail your scaling journey?
3. New Markets – Who else could benefit from this solution?
4. Reach – How will you access new users or markets?
5. New Products / Diversification – How can the solution evolve or expand?
6. Team – Is your team set up to support growth?

Scaling Canvas

Step 3: STRATEGIZE

Based on your discussions, define up to 5 core strategies to guide your scaling effort. Be concise and action-oriented. Use the strategy areas around the canvas for inspiration (e.g., how to reach new users, transform your team, or evolve the product). Make your strategies SMART.

Step 4: DEFINE PROJECT

Define scaling goal, strategies (pick from brainstorm) and team.

- On the Project Sheet, define:
- Your overall scaling ambition (in 3–4 bullets).
- Roles and responsibilities.
- Who is responsible for implementation.
- Who will coach or support the process.
- The 5 strategies you've selected.

Step 5: PLAN ACTIONS

Make a roadmap of actions over time acting on the strategies.

Map your actions over the next 24 months:

- 0–6 months – Early wins, groundwork, quick experiments.
- 6–12 months – Building, refining, preparing for scale.
- 12–24 months – Scaling in full, reaching new markets, launching new versions.

Use the SUCCESS CRITERIA box to define what success looks like in 24 months. Ask: What will we measure? What insights should we share?

OUTLINE OF THE WORKSHOP

This canvas can be filled in during a workshop with help of the cue cards:

1) READYNESS CHECK (15 min)

Did your experiments eliminate your assumptions?

2) SCALING (45 min)

6 discussions that will help you scale

3) STRATEGIZE (20 min)

Formulate strategies based on previous discussions

4) DEFINE PROJECT (20min)

Define scaling goal, strategies (pick from brainstorm) and team

5) PLAN ACTIONS (20 min)

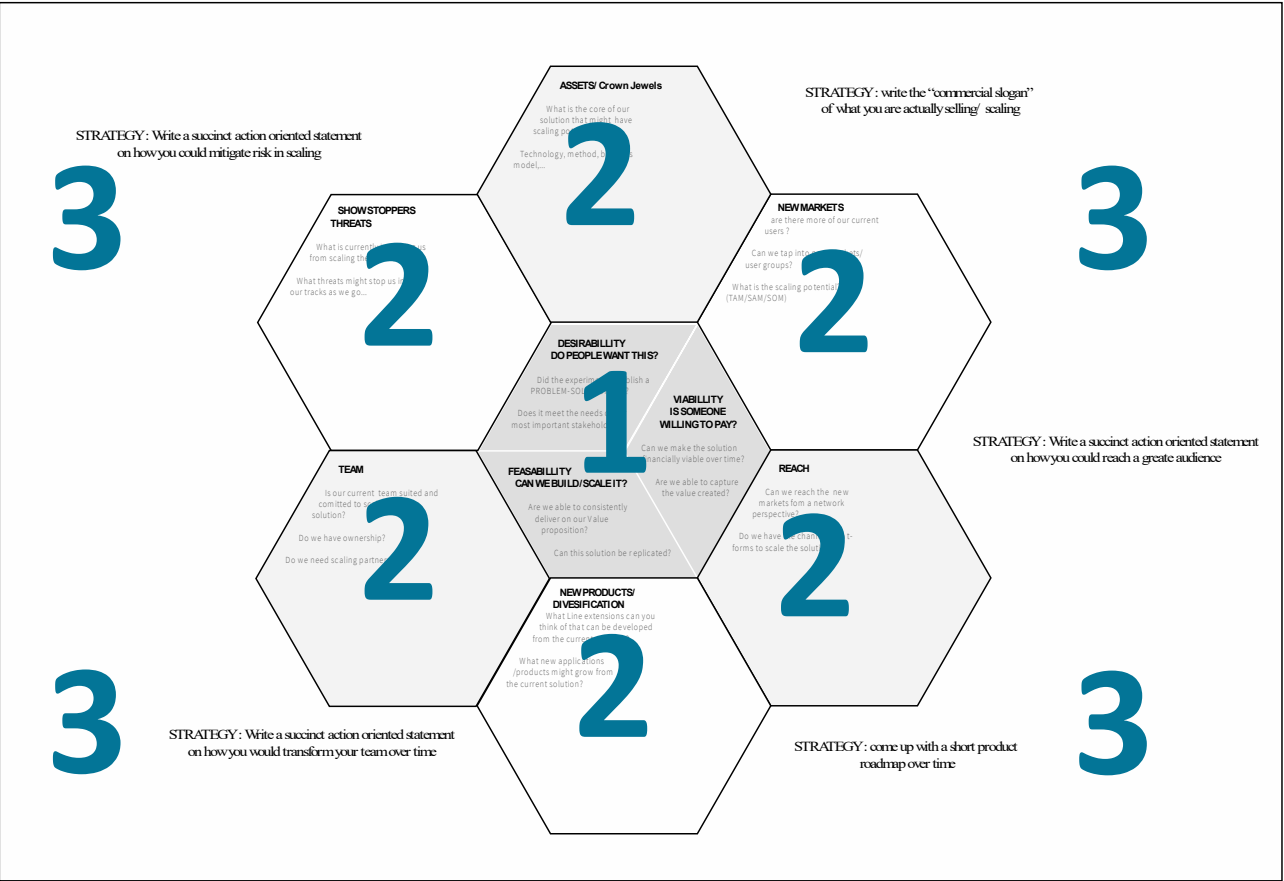
Make a roadmap of actions over time acting on the strategies

Scaling Canvas

FROM EXPERIMENT TO SCALING STRATEGY

Organisation: Project:

SCALING



PROJECT SHEET

Project start end.....

4

What is the goal of your scaling ambitions? (Max 4 bullet points)

Project team and roles

Select a maximum of 8 persons, create a mixture of decision makers / managers and employees.

Responsible for implementation

Coach

STRATEGY

Select a maximum 5 STRATEGIES you wish to prioritize and pursue

ACTIONS 0 - 6 months

5

ACTIONS 6 - 12 months

5

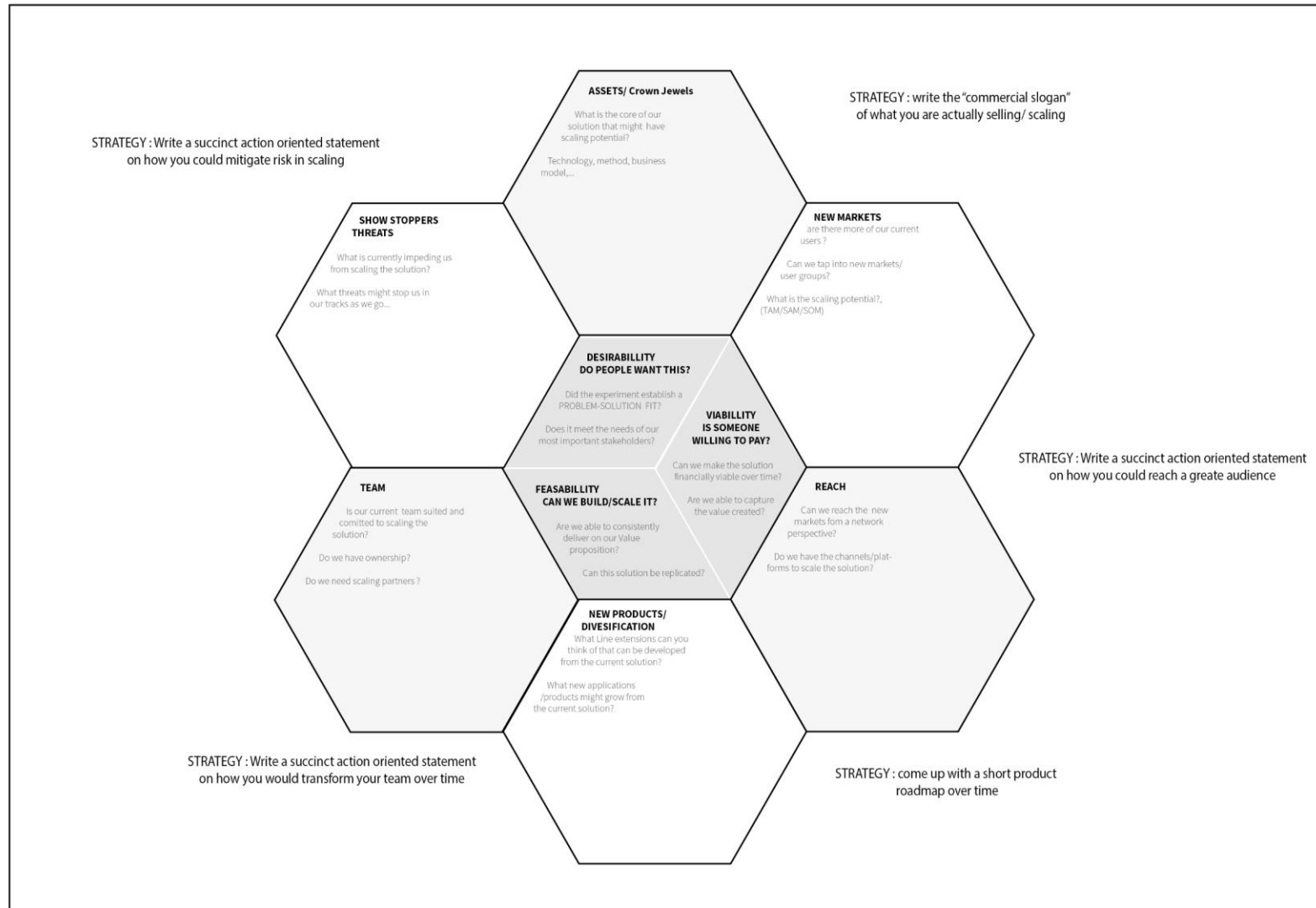
ACTIONS 12 - 24 months

5

SUCCESS CRITERIA in 24 months

When will the team analyse success or failure of the project and share key insight for future projects? What Criteria define success?

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PROJECT SHEET

Project start end.....



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STRATEGY

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ACTIONS 0 - 6 months

ACTIONS 6 - 12 months

ACTIONS 12 - 24 months

SUCCESS CRITERIA in 24 months

When will the team analyse success or failure of the project and share key insight for future projects? What Criteria define success?