

# Minimum Viable Community (MVC) - Test the interest for your community [1.1 & 2.1 & 3.1 & 4.1]

Area 1 - core of the community [1.1 & 1.2]

<b>Mission</b>	1.1
A short description of the purpose for the community.	
<b>Brand Kit</b>	1.2
Gathering all the branding resources to support the community (eg. values, guides, data, content).	

Area 2 - community management [2.1 & 2.2 & 2.3]

<b>Goals</b>	2.1
List of overall goals of the community in line with and supporting the stated mission.	
<b>Operations</b>	2.2
List of achievable, detailed and operational actions and activities to reach the goals.	
<b>Finances</b>	2.3
Budget and the list of resources you need to make the community a success and viable.	

Area 3 - people in the community [3.1 & 3.2 & 3.3]

<b>Members</b>	3.1
Members are people known to your community, who are an active part of the community.	
<b>Operators</b>	3.2
The community builders who work dedicated to create experiences, activities and value for the members.	
<b>Supporters</b>	3.3
Partners who are enabling the activities created by the operators, often financial support. Connecting with the mission, but can have different goals.	

Area 4 - actions to build members [4.1 & 4.2 & 4.3]

<b>Attention</b>	4.1
What is the first impression people get of your community, and how do they discover it?	
<b>Hook</b>	4.2
How do we transform people with attention into becoming members of the community?	
<b>Maintain</b>	4.3
Which activities and experiences are we giving the members in order to maintain them in the community?	

# Community Canvas

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