

**Intervention Design Canvas**

<p><b>Key Constraints</b> Key issues / gaps in the market we want to address</p>	<p><b>Market System Change</b> What key role or function in the market do we need to fill / bridge / change</p>	<p><b>Potential Market Actors</b> Which players can fill this role / meet this need with the required characteristics / criteria necessary</p>	<p><b>Incentives</b> What are the incentives for filling this gap: link to commercial / social benefits below if relevant. Must be maintained after the program</p>	<p><b>Value Proposition</b> What is the value proposition for the ideal partner? Are the incentives clear enough? Do they need additional support to motivate?</p>	<p><b>Actions</b> What are the key activities that are required to bring the proposed changes to the market?</p>
	<p><b>Required Actor Characteristics</b> For a market actor(s) to fill this gap, what skills, resources, abilities, features do they need to have?</p>		<p><b>Resources</b> Do they have the necessary resources? Including skills and financial resources? How will this be maintained after the program?</p>		<p><b>Beneficiaries</b> Who are the beneficiaries that will benefit from this change?</p>
<p><b>Commercial benefit to potential partners</b> Cost reduction Revenue streams Increased growth expectation Profits</p>			<p><b>Social impact expectation</b> Resilience Incomes increased Improved access to services Market growth potential</p>		