Mission Model Canvas: Bayview Veterans Transition Center (fictional)

Designed for: [Course] · Designed by: [Student Name] · Date: [Date] · Adapted from the Mission Model Canvas (Blank, 2016) and the Business Model Canvas (Osterwalder & Pigneur, 2010)

Key Partners

- VA regional office & VA medical center
- State Dept. of Veterans Affairs
- Local community college
- Employers in logistics, IT and trades
- Housing authority & landlords
- Military installation transition office (TAP)
- Faith groups & volunteer mentors

Key Activities

- Intake & needs assessment
- Benefits claims assistance
- Job readiness workshops & résumé translation
- Peer mentoring
- Housing navigation
- Follow-up at 30/90/180 days

Key Resources

- Accredited benefits counselors
- Peer mentors (veterans)
- Case management database
- Training room & computer lab
- Grant funding & donor base
- Reputation with VA and employers

Value Propositions

- One-stop help for the move from service to civilian life
- Staff who "speak military"
- Faster access to VA benefits
- Jobs matched to military skills
- Stable housing before crisis
- Belonging: a veteran community

Buy-In & Support

- Board of directors approval
- Grantors (state & foundation) reporting
- VA accreditation & data-sharing agreements
- City council support for facility
- Veteran word-of-mouth & trust

Deployment

- Walk-in center downtown
- Monthly outreach at installation TAP classes
- Mobile van to rural counties
- Virtual appointments
- Referral pipeline from VA and shelters

Beneficiaries

- Transitioning service members (0–12 months out)
- Veterans facing unemployment or homelessness
- Military spouses & families
- Employers seeking skilled talent
- VA & community (reduced crisis services)

Mission Budget / Cost

- Staff salaries (~65%)
- Facility lease & utilities
- Mobile outreach van
- Software & data security
- Volunteer training
- Emergency housing fund

Mission Achievement / Impact Factors

- Veterans served per year
- % employed within 90 days
- Average days to benefits decision
- % stably housed at 6 months
- Employer retention at 1 year
- Participant satisfaction