### Open Access Journal Canvas

**Getting Started**

- **How much money will it take to get your journal started?** Do you have a budget? Or how are you going to pay for it? Be as specific as possible. What kind of expenses will you need to cover in order to run the journal? How much will your expenses be covered?

**Scope + Mission**

- What's your vision in one sentence? What do you want to achieve? Is your journal an old-school journal? Or do you want to explore new digital publishing models?
- How will your journal appear on a regular basis? How often?
- Will single issues have a thematic focus?
- What is your target audience?

**Content**

- What kind of content will appear in your journal — texts, videos, podcasts, images? Which genres of texts will be published? What are your plans for integrating and linking to other content?
- How should readers refer to your content (titles, volume, issue, and page numbers)?

**Workflows**

- How will the editorial process be structured? What steps will take place? Can you identify typical roles for people in the editorial process? How will you organize the editorial process? General project management software, then individual, OJS?
- How do you want to produce the final publishing versions of manuscripts?
- What is your timeline for creating a journal issue?

**Distribution**

- **Framework:** How are you spreading the content: digital / hybrid?
- Do you want to cooperate with a publisher or run the journal on your own/together with your library?
- **Digital:** How do you want to present your journal online?
- How important are the individuality, novelty, innovativeness of your website?
- Which formats do you want to offer: HTML, PDF, EPUB?
- What software will you use to distribute your content?
- How interactive will your journal be? Are you planning to implement social reading features?

**People**

- Who will be involved in running the journal? What will they do? How much will they be involved on a scale from 1 to 10?
- Do you have all competencies in your team for the tasks/roles you identified in Workflows?

**Licensing + Financing**

- **Open Access for you:** Will you allow sharing? Will you allow commercial reuse? Will you allow remixes? Which license(s) do you want to use?
- Do you want/need to generate revenue? If so, what kind of revenue (author processing fees, subscription fees, print sales, grants, donations)?
- What is your legal framework for earning money?