



The international development sector has undergone a dramatic shift, facing new constraints with fewer resources.

In response, the Canopy Lab is introducing **CANOPY CONNECT—an innovative helpdesk designed to provide on-demand support for (market) systems thinkers, development practitioners, and organizations driving impact.** Whether you need help with identifying new funders, rapid technical reviews, surge business development support, or hands-on facilitation, **CANOPY CONNECT offers flexible, high-quality assistance grounded in systems thinking.** Our expertise spans monitoring, evaluation, and learning; gender equality and women’s economic empowerment; inclusion; climate change; and the environment.

Founded in 2017, [the Canopy Lab](#) is a consulting firm specialized in the practical application of systems thinking.

We are **driven by curiosity** and the understanding that the **world’s greatest challenges require fast learning, rigorous iteration, and pragmatism.**

Our clients include DFAT, FCDO, Gates Foundation, GIZ, IFC, Irish Aid, SDC, Sida, FCDO, Porticus, Terwilliger Center for Innovation in shelter, USAID, World Bank in addition to leading international NGOs and contractors.

What is CANOPY CONNECT?

An innovative helpdesk from the Canopy Lab, offering bite-sized new business support, expert reviews and technical inputs for projects, organizations, businesses, and funders. As a one-stop resource for discrete inputs to projects, new business initiatives, and organizational support, CANOPY CONNECT provides the expertise needed to navigate the uncertainty facing our industry in a cost-conscious manner. Whether **assisting understaffed new business teams to pivot towards new funders** or **supporting project teams with expert technical reviews** or, we deliver timely, high-quality insights across multiple languages and contexts such as the following:

Project Teams	New Business Development Teams
Project support/inputs: • Technical review of: ◦ Data collection tools, ◦ Market systems analyses (MSAs), ◦ Results chains and interventions, ◦ MEL system and methodology • Integrating/strengthening GESI and ECC considerations in key program documents/systems • Polishing key program documents (e.g. MSAs, GESI and ECC strategies) • 1 on 1 coaching to team members on MSD concepts (e.g. partnering, scaling)	New business opportunity identification: • Approaching and aligning needs and language with new funders • Competitor analysis • (Green) funder mapping and strategy development Proposal inputs: • Candidate and partner screening • Discrete technical inputs (e.g. MSD, GESI, ECC, MEL) • Job descriptions • Red/Gold draft proposal reviews • Target setting/Estimate of target reach

Who is CANOPY CONNECT for?

Organizations and professionals driving inclusive economic development such as:

Types of Organizations	Types of Roles
• Development Projects • Funders • Foundations & Philanthropies • International & Local NGOs • Investors & Investment funds • Private sector	• Team Leaders/Project Directors • Monitoring, Evaluation & Learning (MEL) Managers • Technical Directors • Intervention Managers • New Business Managers

How does CANOPY CONNECT work?

Our helpdesk is designed for value and efficiency, ensuring a quick response while minimizing unnecessary back-and-forth. CANOPY CONNECT includes embedded feedback loops that allow clients to share input and ensure they receive the highest quality support.

You:	Submit a helpdesk request	Receive draft SoW for review and approval	Approve scoping	Approve deliverable(s)	Complete feedback survey
	Step 1	Step 2	Step 3	Step 4	Step 5
 Your dedicated CANOPY CONNECT relationship manager will:	Log and direct your request to the relevant expert who will draft a Scope of Work (SoW) covering the approach, expected level of effort and timeframe	Incorporate your feedback and share a final SoW	Commence work and update you on progress	Submit the final deliverable(s) for your approval	Provide a short feedback survey so that we can continuously improve our service

What is CANOPY CONNECT's expertise?

Our experts are from the global North and South and work in multiple languages including Arabic, English, French, Portuguese and Spanish. Our technical expertise spans:

Systems Thinking/MSD	Econ Growth/ Trade	Finance & Digital Technology
Climate & the Environment	Fragile & Conflict Affected Situations	Inclusion+
		Monitoring, Evaluation & Learning



CANOPY CONNECT: A helpdesk from the Canopy Lab.

What does CANOPY CONNECT offer?

Our helpdesk offers flexible, on-demand support tailored to the needs of organizations working in complex contexts. CANOPY CONNECT allows organizations to choose the level of support that best fits their needs, budget and procurement processes. Typical requests range from brief technical reviews requiring 2 to 4 hours, to more substantive inputs on proposals and strategy documents that may require 24 to 40 hours. Clients who opt for more helpdesk hours gain access to additional benefits and enjoy greater cost savings. Whether you need a quick expert review or deeper strategic inputs, CANOPY CONNECT is designed to be responsive and scalable. Clients also benefit from access to our training and coaching resources, personalized support from our team, and, at higher tiers, priority access to our Managing Partners and Practice Leads. We offer three tiers of support to provide flexibility and value:

**Best value
for money.**

	Tier 1	Tier 2	Tier 3
CANOPY CONNECT helpdesk hours*	1-99 hours	100-249 hours	250+ hours
Dedicated relationship manager	Yes	Yes	Yes
Access to Canopy Lab's training and coaching library	Yes	Yes	Yes
1-1 virtual coaching sessions with Canopy Lab's experts	No	Yes	Yes
Priority access to Canopy Lab's Managing Partners and Practice Leads	No	No	Yes
Price per hour	\$150	\$135	\$120
% paid at contract signing**	100%	70%	50%

*Clients select the hours they need. Hourly rates are adjusted according to the amount of time purchased (e.g., Tier 1, 2, 3). Helpdesk hours are valid for 1 year, with potential for extension.; **Clients opting for Tier 2 or 3 will only be billed for the remainder of their contract when helpdesk hours are used.

How do I CONNECT with CANOPY?

Contact us at info@thecanopylab.com for more information.

The Canopy Lab was founded in 2017 by Eric Derks, a systems thinker who recognized the need for organizations to marry a stronger systems lens with a practical bent to their work. In 2019, inspired by Eric's vision and approach, [Tim Sparkman](#) and [Holly Lard Krueger](#) joined the company as Managing Partners to respectively lead Canopy's Monitoring, Evaluation, and Learning (MEL) and Inclusion+ Practices.

In addition to our two Managing Partners and five full time Consultants, the Canopy Lab also collaborates with a network of 50+ affiliate consultants, who bring expertise in economic and private sector development, systems thinking, inclusion, environment and climate, impact investing, and MEL.

Our clients include DFAT, FCDO, Gates Foundation, GIZ, IFC, SDC, Sida, FCDO, Porticus, Terwilliger Center for Innovation in shelter, USAID, World Bank in addition to leading international NGOs and Contractors.



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