

Business Innovation Canvas

1 Customer segment
Who is your customer? Who is your target group?

Early adopters
Who within the target group will be the first to adopt the solution?

2 Problem
What problems do you solve for your customer?

Alternatives
What alternatives do people use to solve the problem?

3 Idea
What's your idea or solution for this problem?

Value proposition
A statement that formulates what value your solution ads for customers

4 Total addressable market
How big is the target group?

Market share
Which part of the target group will be a customer or user?

5 Competitive position
How does the solution differ from alternative solutions?

6 Team
What skills, knowledge and experience are needed?

Partners
Which (parts of the) solution could you purchase? Who could be your partner?

Goal
What do you want to achieve? What (business)goals are there?

7 Business

Investment
What investment (in time and money) is needed to launch the first version of the innovation? Where do you get that investment?

Returns
What is the expected revenue (price x quantity) or cost reduction?

Cost
What are the expected costs?

