

Innovation Canvas

1 Use the questions on the cards or the back of the canvas to find strengths and weaknesses in your innovation.



2 Mark yourself from 1 to 5 on how well you can answer the questions, and what evidence you have for this. Make a note of specific issues.

1 = cannot answer 5 = can answer fully

NEEDS

- USER NEEDS
- PAIN POINTS
- CUSTOMER

3 Use low scores to identify your top challenges and decide actions to solve them. Focus on what you need to do now and next.



APPROACH

- DESCRIPTION
- USER BENEFITS
- USP

EXPERIENCE

- DISCOVERY
- TRANSACTION
- USER EXPERIENCE

IMPACT

- ECONOMIC
- SOCIAL
- ENVIRONMENTAL

IP

- NEW INTELLECTUAL PROPERTY
- EXISTING IP
- LICENSING

OFFER

NEEDS

- USER NEEDS
- PAIN POINTS
- CUSTOMER

MARKET

- SIZE & TRENDS
- BARRIERS TO ENTRY
- COMPETITION

RULES

- FREEDOM TO OPERATE
- LEGISLATION
- STANDARDS

RISK

- IDENTIFY
- ASSESS
- MITIGATE

OPPORTUNITY



TOP CHALLENGES:

Review the topics where you've given yourself a low score. List specific challenges which you need to work on to move your project forward. Focus on the two or three most important.



ACTION POINTS:

Make a note of what you can do to address each challenge. Be realistic and give yourself deadlines for action. You may find it helpful to discuss options with a colleague or advisor.

CAPABILITY

LEADERSHIP

- CHAMPIONS
- MANAGEMENT
- STRATEGY

FINANCE

- REVENUE & COST
- FUNDING
- CASHFLOW

R&D

- IDEAS
- DESIGN
- TECHNOLOGY

OPERATIONS

- SKILLS & PEOPLE
- EQUIPMENT & MATERIALS
- COLLABORATION



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ORGANISATION

PROJECT

CREATED BY

DATE

