



**1** Use the questions on 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. Make a note of specific issues.  
=Needs work   = Sorted

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

### Approach

- Description
- User gains
- 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

- Cost
- Funding
- Cashflow

### Operation

- Skills & people
- Equipment & materials
- Collaboration

### R&D

- Ideas
- Design
- Technology