

Ideation Canvas

Venture Name: _____ Created By: _____ Date: _____ Version: _____

Problem What are you trying to fix?	Current Options What do people use now?	Value Proposition(s) How do you fix the problem?	Channels How do you deliver the solution?	Customers & Users Who pays for this? Who uses it?
Big Opportunity What will people happily pay for?	Key Resources What do you need to make it?	Secret Weapon What can't the competition copy?	Success Indicators How will you know if it is working?	Ideal Client Who is this perfect for?
Anticipated Expenses What are you willing to spend on this?			Revenue Opportunities How many ways can you make money?	