

The Innovation Canvas

Project Title:
TITLE

Project Leader/Team:
NAME

Date:
MM/DD/YY

<p>Problem Statement</p> <p>What did you learn from your research?</p> <p>Has the framing of your problem changed after your research?</p> <p>What are you trying to achieve?</p> <p>How many different ways can you meet your population's needs?</p> <p>Compose a definitive question that frames the need(s) as a challenge (known as an invitational stem):</p> <p>"In what ways might we [fulfill this need]?"</p>	<p>Technology</p> <p>What are the functioning elements?</p> <p>Physical & digital components?</p> <p>Materials?</p>	<p>Form</p> <p>What does it look like?</p> <ul style="list-style-type: none"> · Specifications · Operation · Sketch, drawing, photo, diagram, etc. 	<p>Features</p> <p>What is your product/service?</p> <p>What are the attributes (tangible qualities)?</p> <p>What are the required competencies?</p>	<p>Benefits</p> <p>What are the desired customer experiences or outcomes?</p>	<p>Value</p> <p>What overall goal(s) does your solution meet or what purpose does it serve?</p> <p>What is the differential advantage?</p> <p>Transfer this as the Value Proposition into the Business Model Canvas.</p>
	<p>Feasibility</p> <p>Manufacturability?</p> <p>Resources needed to produce the innovation?</p>		<p>Disadvantages</p> <p>What are the trade-offs or sacrifices?</p>		
<p>Outcomes</p>					
<p>Timeline</p>					