

### MARKET RESEARCH

How do you know there is a market for your product?



### RESOURCES

What do you need to create your product?  
eg. tools, support, money?



### CUSTOMER

Who is your idea aimed at? Are you targeting a specific sector eg. fashion, retail, healthcare?



### THE PROBLEM

What problem will your product or service solve?



### SKILLS

What skills will you need to make your idea a reality? eg. design, coding, presentation, finance, market research?



### ROLES

Based on the skills you have identified, what roles will your team members play?



# iDEA CANVAS

→  
( ) Discovery    ○ Beta



### TECHNOLOGY

What technology are you planning to use to address your customers need? eg. website, app, hardware, all three?



### YOUR IDEA

What are you testing?  
I (we) believe [customer] will [do this action] for [this reason].

### BUSINESS MODEL

What will your customers be willing to pay for? eg. Subscriptions, advertising, products, services. What will it cost you to set up your product? What will it cost each time someone buys your product?

