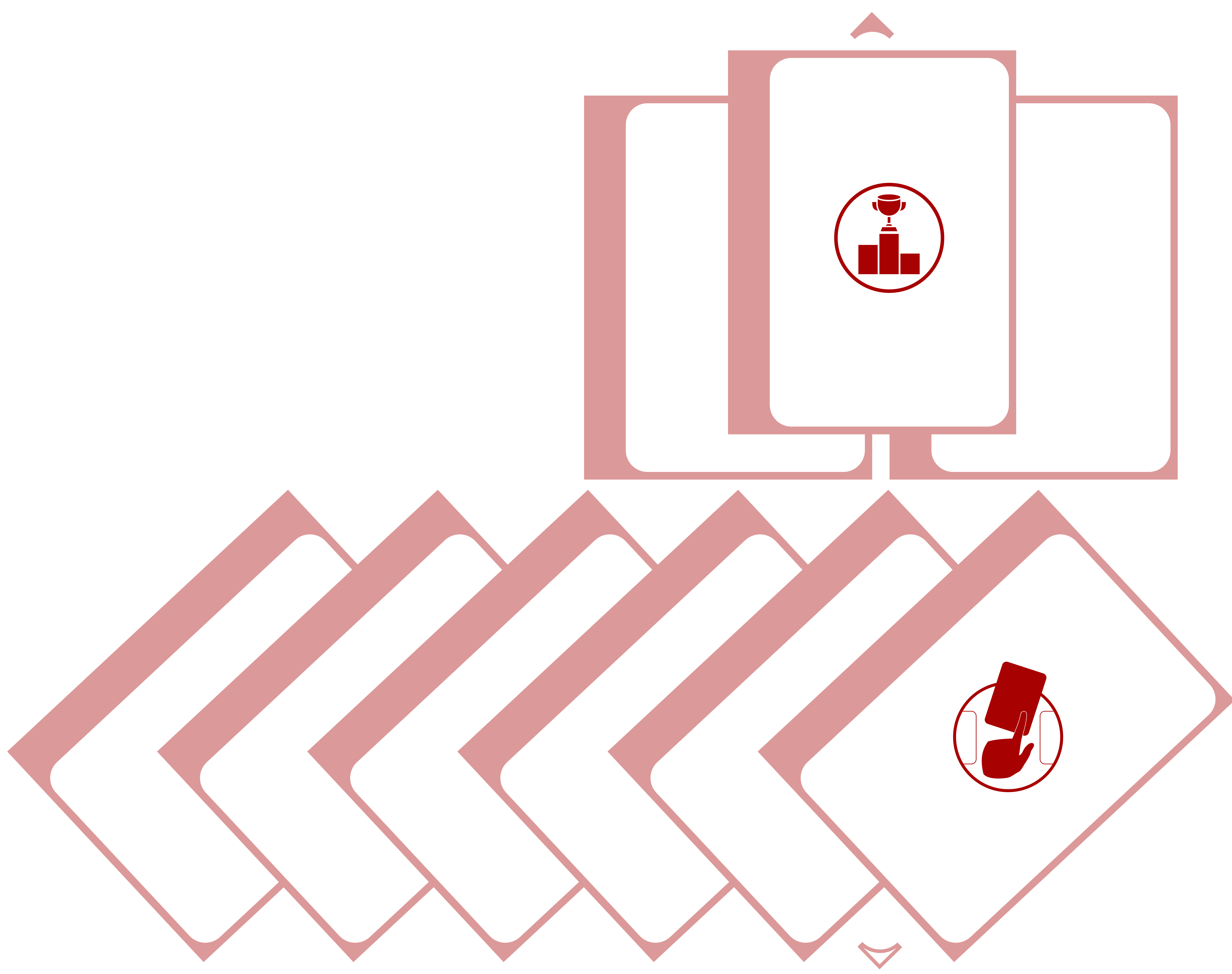
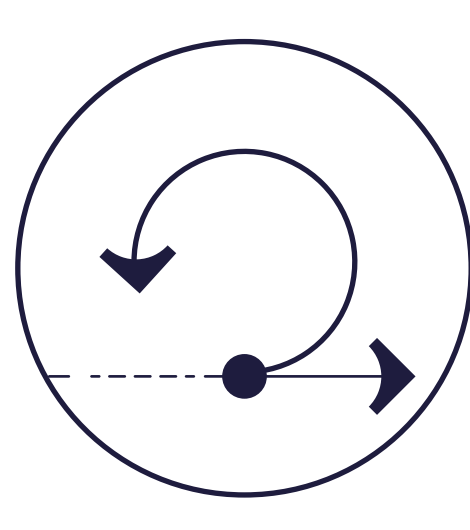


AUDIENCE GOALS CANVAS



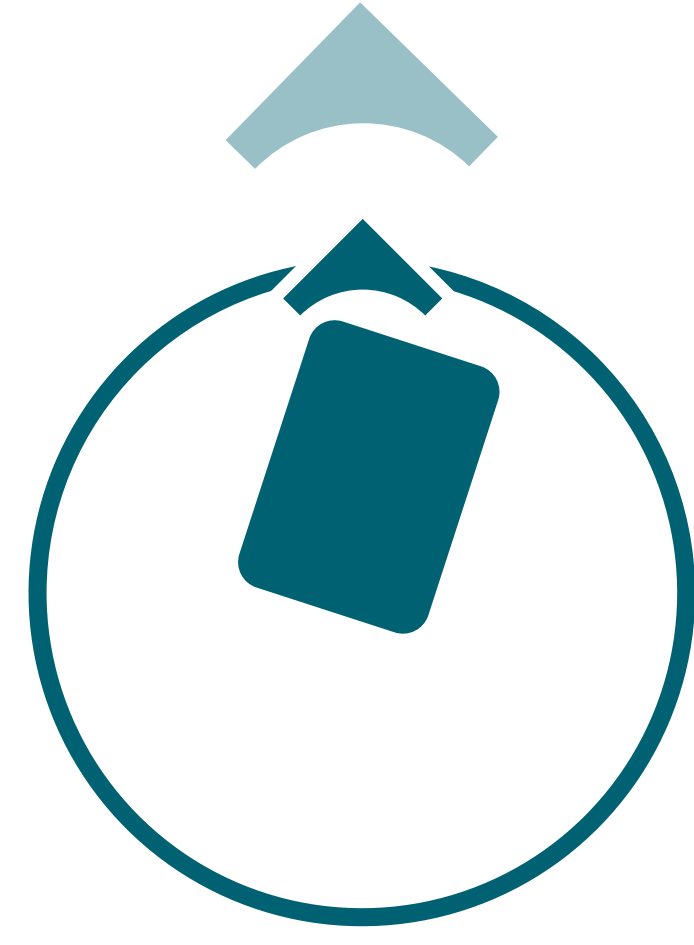
IDEATION CANVA



Place a post-it here and
write down your idea

A large rectangular area enclosed by a dashed line, intended for placing a post-it note and writing down an idea.

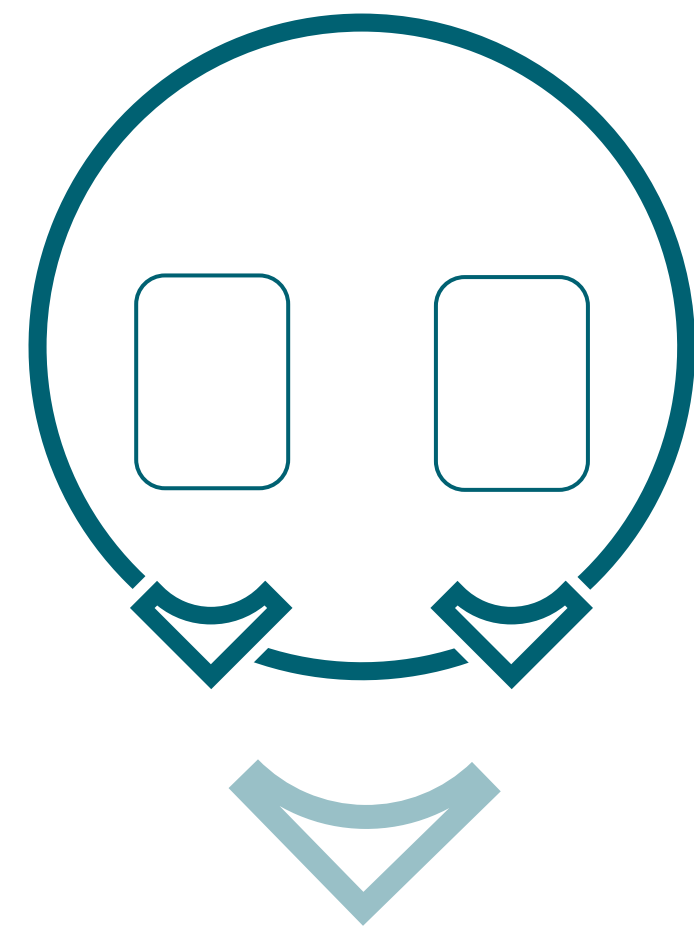
CONTEXT CANVAS



Move the chosen
cards above



Play in turn
4 Audiences cards
and 4 Star Assets cards



Move the discarded
cards below

INSTITUTIONAL GOALS CANVAS

