

# Idea Canvas

Idea Name:

Contact:

Email:

## 1. PROBLEM

*So, you have an idea, that's great.  
But what real-world problem does your idea solve?*

*How big is the potential market?*

## KEY ASSUMPTIONS

## 2. SOLUTION

*What is your idea and how does it solve the problem?*

*What makes this better than existing/alternative solutions?*

## KEY ASSUMPTIONS

## 3. FIRST USERS / CUSTOMERS

*Who experiences the problem most acutely i.e. who will be the first people to use or buy your solution?*

*How will you reach them?*

## KEY ASSUMPTIONS

## 4. REVENUE MODEL

*Sounds great, just one more detail you need to explain:  
How will you actually make money?*

*What will you charge?*

## KEY ASSUMPTIONS