

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