

Innovation Tools

IDEAL TARGET AUDIENCE PROFILE



Specific Person

What do they want?

What are their goals?

What are their values?



Pain

What are the challenges being faced?

What are the top 3 Pain Points?



Who are they?

How old are they?

Where do they live?

What are their passions?



Fears

What are their biggest fears?

What aren't they seeing?

What's their impending danger?












Failure

What happens without your solution?

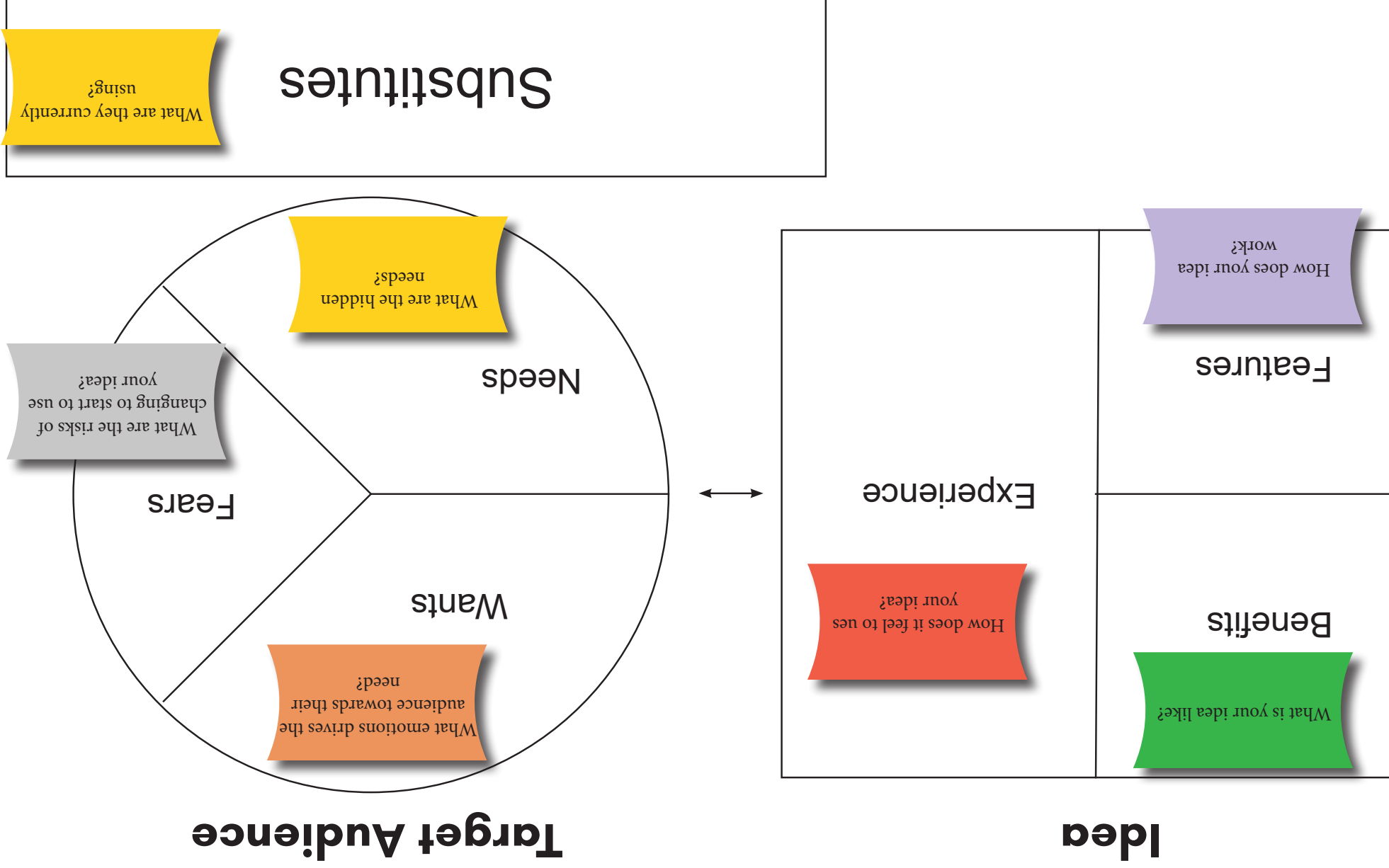


Success

How will their lives change with your solution?

Business Model Canvas IDEA:			Author:	On:
				Iteration:
Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Streams 	

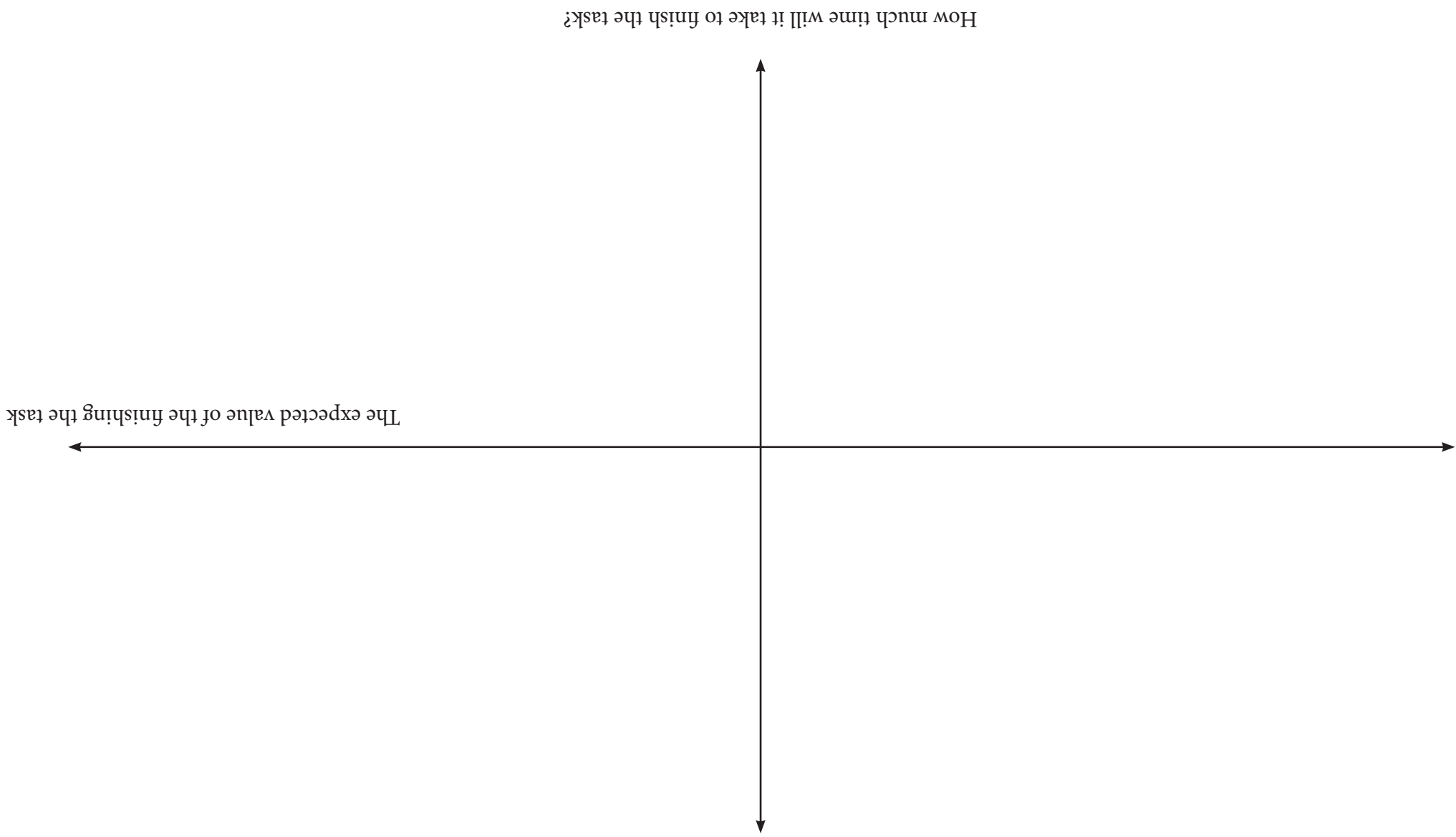
Value Proposition Canvas



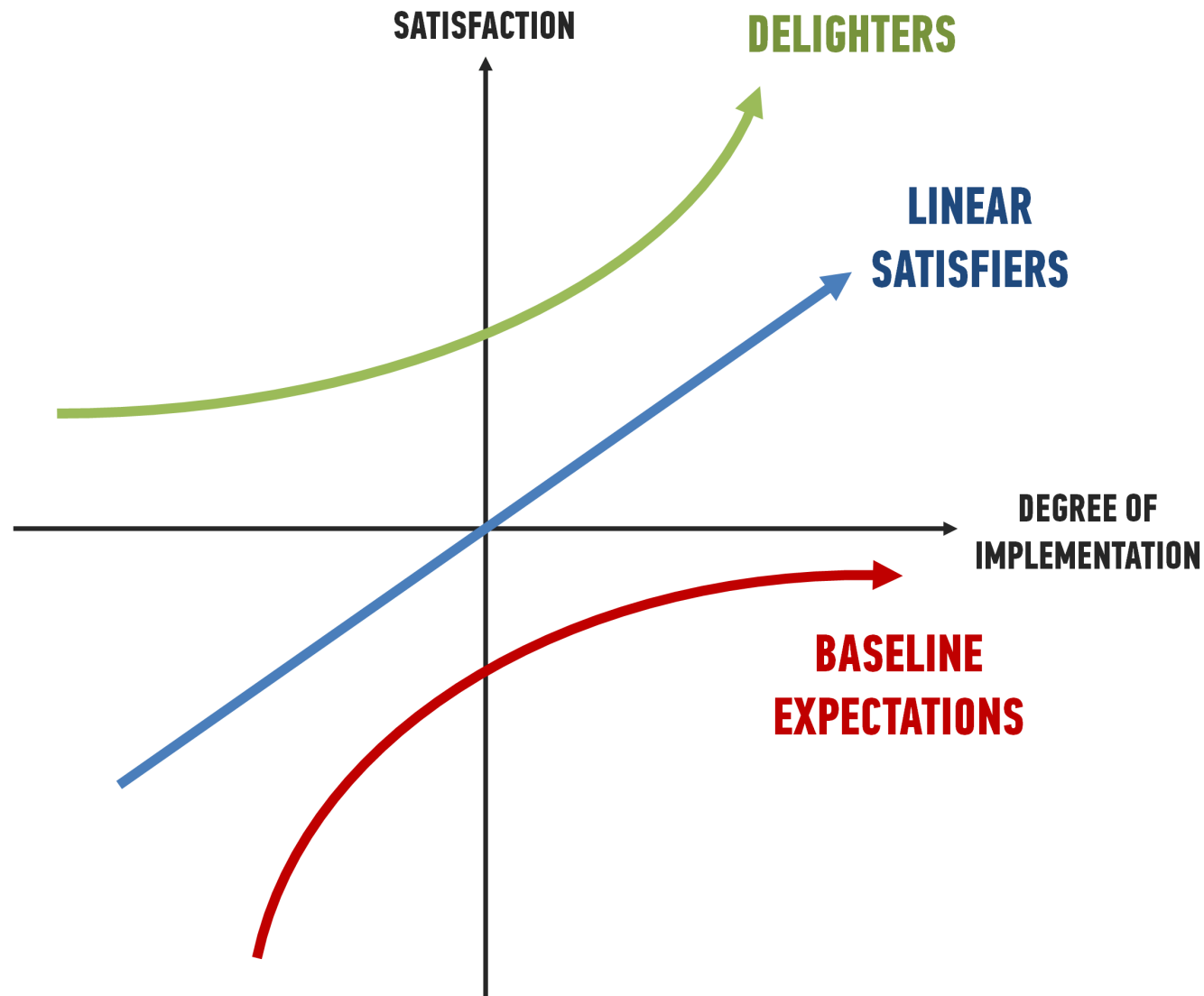
Applied Sustainability

	Economic	Ecological	Social
Problem			
Solution			
Problem			
Solution			

How to make priorities



Kano Model



Stakeholder Circle

