



Innovation Canvas



What is it?

What problem does it solve?

Who does it solve the problem for?

How is the problem being solved today?

**Who else competes in this market
and how are we different?**

**Does it fit with our
business model?**

Is it a growing market?

**What does the opportunity
look like three years ahead?**

What are the key risks?

**How large is the
opportunity?**