



# Retirement Canvas



**What is the proposed product or enhancement or idea to retire?**

**What problem does it solve?**

**Who is it solving the problem for?**

**How will the problem be solved post retirement?**

**What alternates exist?**

**Does the plan fit with our mission and strategy?**

**What evidence to support retirement has been gathered?**

**What is our communication and pricing plan?**

**What are the key risks?**