

Business Concept Canvas

Name of the concept

Made by

Date

THIS IS IT

Give a short description of the concept. What is the context, whom is it for, what needs or challenges do they face that this concepts meets and what is the solution this concepts is offering?

The problem

problem statement
Explain the problem in a short statement.
E.g. in the form of: "A (user role) who feels (strong feeling) about (reason) needs to (need) but faces (obstacle/restriction)"

Put the most importing facts that illustrate the size and complexity of the problem here. Work evidence-based, clarify where you have found these facts and try to include quantitative data.

The context

ecosystem
What is the context in which this problem occurs? What trends, parties, companies and stakeholders play an important role and why? What are comepetitors doing? What is already being offered? How mature is the market? Who are the new entrants?

Value proposition

Describe the value proposition that is considered.
Is it possible to answer to the question; what makes this innovative?
Describe the boundaries of the solution space.
What are the most important jobs to be done?

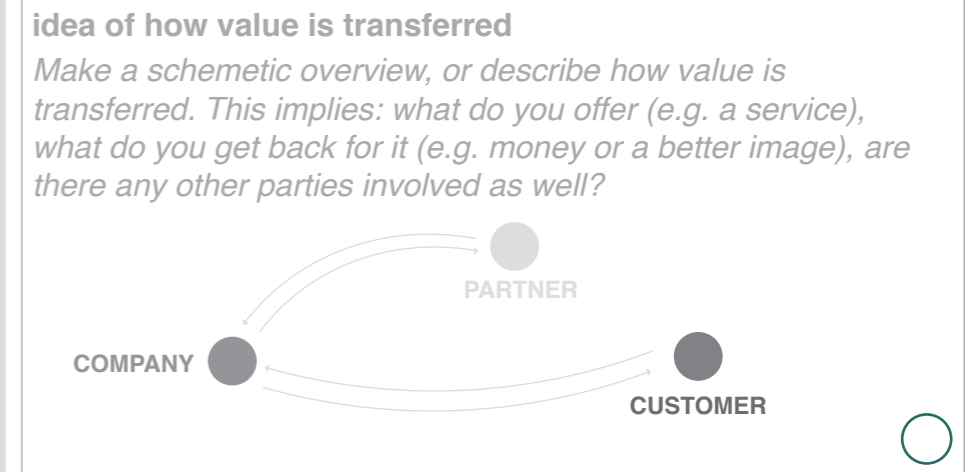
Target segment

customer/company profile Who will be targeted? What are the needs, pains and gains this segment is experiencing in this context? What is their behavior? Will that change over time? What actions do they take?	size of the segment Give a (rough) estimation of the size of the market. To what extent is it accessible?
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Riskiest assumptions

What are the most riskiest assumptions that are first on the list when continuing with this concept? How will these assumptions be tested?

Value streams & operations



possible costs
Are there any expenses you can think of you will most likely have with this concept?

idea of profitability
How do you think this concept is going to be profitable?
E.g. 'We are thinking of a subscription model'.

possible partners
Who could be a partner, supplier, stakeholder, ambassador etc. in this case?

possible resources
Are there any resources you can already think of that you will need?

What's in it for the company?

Why can('t) the company do this?
Why should(n't) the company do this?
What are potential showstoppers?
Can you think of any factors that will cause this concept to fail?
E.g. 'If we don't get this data the concept will certainly not succeed.'