BUSINESS INNOVATION DESIGN CANVAS

Visualization Map of Business Model and Business Plan

BUSINESS INNOVATION BY DESIGN

5 **ENVISIONING**
What is your vision of the future?

7 **SCENARIO PLANNING**
What are the possible usage scenarios of the idea?

22 **GROWTH STRATEGY**
What must be true about our strategy for it to be a good choice?

23 **METRICS**
What metrics are used to measure progress?

6 **TRENDS**
What industry trends will impact your business?

9 **CUSTOMER INSIGHTS**
What questions need to be asked to identify insights?

3 **SYNTHESIS**
What problems are you solving?

4 **CREATION**
How does the idea work?

8 **EVALUATION**
What features will be prioritized?

10 **PROTOTYPING**
What experiments can be conducted to validate assumptions and hypothesis of your idea?

11 **BUSINESS ACTIVITIES**
What are the key activities to create, deliver and maintain value?

12 **PARTNERS**
Who should you forge partnerships with to co-create values?

2 **TARGET CUSTOMERS**
Who are the users and paying customers?

21 **PRODUCT/SERVICE STRATEGY**
What new products and services need to be launched in the future?

1 **VALUE OFFERINGS**
What is the value proposition?

13 **RESOURCES**
What are the required resources to implement idea into operations?

20 **BRAND STRATEGY**
How are you building relationships with customers?

18 **MARKETING PLAN**
How will you reach out to target customers?

19 **SALES PLAN**
What is the sales process to close leads?

24 **OPERATIONS PLAN**
What actions must be taken immediately?

14 **COST STRUCTURE**
What are the costs incurred to implement idea into operations?

17 **FINANCIAL PLAN**
How much funds are required to develop your idea and scale the business?

16 **PRICING STRATEGY**
What is the pricing structure of the idea based on the revenue model?

15 **REVENUE MODELING**
How is revenue generated from the idea?

MILESTONES

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