

Business Innovation Canvas

<div><div>1</div><div><div>Customer segment</div><div>Who is your customer? Who is your target group?</div></div></div> <div><div>Early adopters</div><div>Who within the target group will be the first to adopt the solution?</div></div>	<div><div>2</div><div><div>Problem</div><div>What problems do you solve for your customer?</div></div></div> <div><div>Alternatives</div><div>What alternatives do people use to solve the problem?</div></div>	<div><div>3</div><div><div>Idea</div><div>What's your idea or solution for this problem?</div></div></div> <div><div>Value proposition</div><div>A statement that formulates what value your solution ads for customers</div></div>	
<div><div>4</div><div><div>Total addressable market</div><div>How big is the target group?</div></div></div> <div><div>Market share</div><div>Which part of the target group will be a customer or user?</div></div>	<div><div>5</div><div><div>Competitive position</div><div>How does the solution differ from alternative solutions?</div></div></div>	<div><div>6</div><div><div>Team</div><div>What skills, knowledge and experience are needed?</div></div></div> <div><div>Partners</div><div>Which (parts of the) solution could you purchase? Who could be your partner?</div></div>	
<div><div>7</div><div><div>Business</div><div>Goal</div><div>What do you want to achieve? What (business)goals are there?</div></div></div>	<div><div>Investment</div><div>What investment (in time and money) is needed to launch the first version of the innovation? Where do you get that investment?</div></div>	<div><div>Returns</div><div>What is the expected revenue (price x quantity) or cost reduction?</div></div>	<div><div>Cost</div><div>What are the expected costs?</div></div>

