

Corporate- Startup Partnership

Use this canvas to align your corporate-startup collaboration. Clarify the idea, map responsibilities, and plan for growth—all in one shared view.



What is the idea

Summarize your idea clearly and simply.

Market positioning

Customers
Who will buy or use this solution?

Corporate Fit

Internal Team
Which department or unit benefits from this?

Scaling Plan

Next Year
What happens after the first 12 months? Continue, pivot, or stop?

Why Us?

Our Strengths
What makes your team the right fit to pursue this?

Our Gaps
What are your limitations or risks?

Suppliers
Who helps you build and deliver it?

Partners
Who will help build, oversee, or support this?

In 5 Years
How will this evolve? Fully integrated, scaled or standalone?

Next Moves

Idea Development
What do you still need to figure out or test?

Suppliers
Who helps you build and deliver it?

Competitors
Who else is solving this problem?

Team Setup
Who's leading this - and how independent are they?

In 10 Years
What future trends or competitors might affect its success?