

Idea Canvas Template



Structure and refine early-stage ideas by outlining key elements like customer needs, value proposition, and solution features to build a compelling innovation case.



IDEA TITLE:

Give your idea a clear, concise name that captures its essence.



SHORT DESCRIPTION:

Summarize the idea in 1-2 sentences. What is it and what does it aim to solve?



CUSTOMER NEEDS ADDRESSED:

Describe the pain points or unmet needs your idea is tackling.



SOLUTION FEATURES:

List the core functionalities or elements that make up your solution.



UNIQUE VALUE PROPOSITION:

Explain what sets your idea apart from existing solutions or competitors.