

Idea Canvas

CREATIVE
BRIEF
#

IDEA NAME

VERSION
#

Methodry

1. CUSTOMER INSIGHT - customer, need & insight

2. IDEA - your solution to the Customer Insight - it's an X that does Y. List the top 3 features

3. BENEFITS - top 3 customer benefits + top 3 company benefits

4. VALUE PROPOSITION - the one reason why people should buy your solution

5. DIFFERENTIATOR - how your idea is unique or better than what already exists?

6. RISKIEST ASSUMPTIONS - what assumptions do we need to test first?
Desirability / Feasibility / Viability
