

Opportunity Canvas

OPPORTUNITY

IDEA NAME

Methodry^{ML}

1. EXISTING CUSTOMER INSIGHT - customer, need & insight

2. EXISTING SOLUTION - solution to the existing Customer Insight

3. NEW OPPORTUNITY - context + new customer, need & insight

4. NEW SOLUTION - solution to the new Customer Insight

5. ADAPT - what will be borrowed and/or adapted from the existing solution?

6. ADD - what will be added or built to the existing solution?
