

THE BUSINESS IDEA CANVAS v. 1.0

project

date/version

PROBLEM

What, in fact, is the problem: its causes, origins, effects, implications

PROPOSED SOLUTION

NOW, HOW?

Is this problem solved in any way, even if it is palliative?

WHO

Who is directly affected by the problem?
How are they affected?
How many are these people? Where are they?

NOW, HOW MUCH?

Currently,
how much is the solution to this problem?

WHO ELSE

In addition to those directly affected, who else suffers the impact of this problem? Family, friends, other stakeholders?

TREND

The proposed solution is linked to which trend?

VAMPIRES

Who benefits from the existence of this problem and, potentially, act against the solution?

PATTERN

What business model pattern resembles the proposed solution?
I.e. ∴ plumbers' Uber

PRODUCT | PROCESS
MARKET | MODEL

DISRUPTIVE

INCREMENTAL



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