

# Business Innovation Canvas

**1 Customer segment**  
*Who is your customer? Who is your target group?*

**Early adopters**  
*Who within the target group will be the first to adopt the solution?*

**2 Problem**  
*What problems do you solve for your customer?*

**Alternatives**  
*What alternatives do people use to solve the problem?*

**3 Idea**  
*What's your idea or solution for this problem?*

**Value proposition**  
*A statement that formulates what value your solution ads for customers*

**4 Total addressable market**  
*How big is the target group?*

**Market share**  
*Which part of the target group will be a customer or user?*

**5 Competitive position**  
*How does the solution differ from alternative solutions?*

**6 Team**  
*What skills, knowledge and experience are needed?*

**Partners**  
*Which (parts of the) solution could you purchase? Who could be your partner?*

**7 Business**

**Goal**  
*What do you want to achieve? What (business)goals are there?*

**Investment**  
*What investment (in time and money) is needed to launch the first version of the innovation? Where do you get that investment?*

**Returns**  
*What is the expected revenue (price x quantity) or cost reduction?*

**Cost**  
*What are the expected costs?*

