

Central Canvas

Objectives

What are the objectives for this project that will help you achieve your strategic priorities?

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Unique Value Proposition

What unique values does your innovation, initiative or venture create for its customer or users?

4

Business Model

How do you get paid?

How do you scale?

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Investment & Funding

Has anyone invested in you? Are there private sector investment pathways - angel, venture capital, publisher, etc - for your venture or innovation?

Are there public funding opportunities?

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Competition

Who or what is your competition?

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Purpose

What is your North Star ambition, your future vision for the future? Why does your innovation, initiative or venture need to exist?

1

Priorities

What are the strategic priorities for achieving your vision across the short, medium & long term?

2

Needs & Desires

What needs or desires are you fulfilling for your customers or users?

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Revenue & Traction

Have you generated any revenue? Do have any hard data that proves market traction and/or customer, publisher, investor or funder desire?

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Capacity Development

How might your innovation increase your organisational capacity? Will it create new ways of thinking or doing for you?

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Relationship Development

How might your innovation create new relationships that would benefit you and your collaborators?

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Target Customers

Who are your customers?

Who are your Early Evangelists?

5

Market

What is your market size? What are the trends in the market and what barriers to entry exist?

What examples exist for your business or innovation?

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Innovation Potential

Are you creating new protected IP? A new product or service? New technologies, tools, processes, business models, algorithms, etc?

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Productivity

How might your innovation increase efficiency and/or effectiveness or your organisation?

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Challenges & Capabilities

What will stop you from achieving your vision?

What capabilities do you currently lack that are essential to achieving your vision?

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