

BIZZYB[®] HIVE

INNOVATION CONCEPT CANVAS

Use this form to create and align the ideas necessary to make a complete innovation concept.

Instructions

1. Write a headline into each of the 5 concept themes.
2. Write a pitch strategy in the pitch cell.
3. Write key answers to anticipated questions in the Q&A section.
4. Transfer your project to BizzyB.com for advanced concept development and virtual mentoring.



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Project Name _____

Your Name _____

1. IDEA
PROBLEM, SOLUTION, TIMING

2. INVENTION
FEATURES, BENEFITS, PRODUCTION

3. STORY
NAME, LOGO, DISPLAYS

4. USERS
TARGETS, DESIRES, USE CASE

5. GOALS
PEOPLE, PLANET, PROFIT

PITCH
YOUR ASK

Q & A