

BIZZYB[®] FAB FIVE[™]

INNOVATION CONCEPT CANVAS

Define the 5 essential themes of your innovation concept.
Write or use stickies. Try the online version at bizzyb.com.

project name

your name



define your idea & vision...



define your product or service...



define your promotional strategy...



define target users & influencers...



define your goals...

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TOPIC DEFINITIONS

Canvas topics are defined below. Try the online version at bizzyb.com.



IDEA

PROBLEM: Define a problem worth solving. Ideally it's impactful and high stakes for a significant number of people.

SOLUTION: Define a solution approach or hypothesis. Ideally it's unique and there's a place in the market for it.

TIMING: Define how your concept is on-trend. Ideally your concept will have long-term relevance, particularly in downturns.

VISION: Define a positive future state or outcome that your concept delivers. Ideally it's big and bodacious.

TESTING: Define how you will test the four hypothesis above, e.g. through Internet research, surveys and/or live interviews.



PRODUCT

FEATURES: Define key features necessary to create a Minimum Viable Product ("MVP") that can prove your concept is viable.

BENEFITS: Define your product's Value Proposition. Ideally as measurable and impactful benefits your target audience gets.

SUPPLIES: Define essential supplies and resources. Ideally they're readily available and cost-effective.

PROCESS: Define processes necessary to create your product. Ideally you own or control them as Intellectual Property ("IP").

TESTING: Define how you will test the four hypothesis above, e.g. through Internet research, surveys and/or live interviews.



STORY

KEYWORDS: Define words or phrases that describe your concept. They will provide inspiration for creating names & descriptions.

COMPANY STORY: Create a name for your team or company. Ideally it's engaging, memorable and easy to pass on.

PRODUCT STORY: Create a name for your product. Ideally it's engaging, memorable, easy to pass on and available as a URL.

PACKAGING: Define your display and distribution strategy. Ideally it's engaging, informative, unique and efficient for customers.

TESTING: Define how you will test the four hypothesis above, e.g. through Internet research, surveys and/or live interviews.



USERS

END USERS: Define the user of your product. Ideally you identify details that help you locate and understand users.

INFLUENCERS: Define those who affect the selection decision. Ideally you identify details to help understand influencers.

USE CASE: Define how users discover, use key features and leave your product. Ideally you cover the entire life cycle.

DESIRES: Define what users want or need from your product. Ideally you consider their future aspirations and desired state.

TESTING: Define how you will test the four hypothesis above, e.g. through Internet research, surveys and/or live interviews.



GOALS

TEAM: Define your team satisfaction goals. Ideally you define impactful outcomes they desire.

PEOPLE: Define how your product helps people outside of your team. Ideally you define measurable impacts and outcomes.

PLANET: Define how your product helps planetary sustainability. Ideally you define measurable impacts and outcomes.

PROFIT: Define how your product creates value in the form of profits. Ideally at least some of your profits support good causes.

TESTING: Define how you will test the four hypothesis above, e.g. through Internet research, surveys and/or live interviews.

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