

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Define the 5 essential themes of your innovation concept.  
Write or use stickies. Try the online version at [bizzyb.com](http://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...

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## TOPIC DEFINITIONS

Fab Five topics are defined below. Try the online version at [bizzyb.com](http://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 hypotheses 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 hypotheses 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 hypotheses 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 hypotheses 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 hypotheses above, e.g. through Internet research, surveys and/or live interviews.

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Sweeten your concept with Fab Five<sup>™</sup> 5x5 sub-canvases.  
Write or use stickies. Try the online version at [bizzyb.com](http://bizzyb.com).

---

project name

---

your name



---

**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 hypotheses above, e.g. through Internet research, surveys and/or live interviews...

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Sweeten your concept with Fab Five<sup>™</sup> 5x5 sub-canvases.  
Write or use stickies. Try the online version at [bizzyb.com](http://bizzyb.com).



---

project name

---

your name

---

**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 hypotheses above, e.g. through Internet research, surveys and/or live interviews...

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Sweeten your concept with Fab Five<sup>™</sup> 5x5 sub-canvases.  
Write or use stickies. Try the online version at [bizzyb.com](http://bizzyb.com).

---

project name

---

your name



---

**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 hypotheses above, e.g. through Internet research, surveys and/or live interviews...

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Sweeten your concept with Fab Five<sup>™</sup> 5x5 sub-canvases.  
Write or use stickies. Try the online version at [bizzyb.com](http://bizzyb.com).



---

project name

---

your name

---

**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 hypotheses above, e.g. through Internet research, surveys and/or live interviews...

# BIZZYB<sup>®</sup> FAB FIVE<sup>™</sup>

## INNOVATION CONCEPT CANVAS

Sweeten your concept with Fab Five<sup>™</sup> 5x5 sub-canvas.  
Write or use stickies. Try the online version at [bizzyb.com](http://bizzyb.com).



---

project name

---

your name

---

**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 hypotheses above, e.g. through Internet research, surveys and/or live interviews...