Idea Canvas	CREATIVE BRIEF #	IDEA NAME		TEAM #	SCORE #
1. CUSTOMER INSIGHT - customer, need & insig	;ht		2. IDEA - your sol	ution to the customer	insight - it's a
3. CUSTOMER EXPERIENCE - how will the experimentation of the experim	erience work for the c	ustomer?	4. BENEFITS - to	p 3 customer benefits	+ top 3 interm
5. VALUE PROPOSITION - the one reason why people should buy your solution			6. DIFFERENTIA	TOR - how your idea is	s unique or be

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an X that does Y. List the top 3 features

mediary benefits + top 3 company benefits

etter than what already exists?