

Idea Canvas

CREATIVE
BRIEF
#

IDEA NAME

TEAM
#

SCORE
#

Methodry

1. CUSTOMER INSIGHT - customer, need & insight

2. IDEA - your solution to the customer insight - it's an X that does Y. List the top 3 features

3. CUSTOMER EXPERIENCE - how will the experience work for the customer?

4. BENEFITS - top 3 customer benefits + top 3 intermediary benefits + top 3 company benefits

5. VALUE PROPOSITION - the one reason why people should buy your solution

6. DIFFERENTIATOR - how your idea is unique or better than what already exists?
