






# INNOVATION OPPORTUNITY CANVAS

Opportunity name:

<b>The idea in a nutshell</b> 		<b>Opportunity assessment</b> 																							
		<b>Innovation horizon</b> <table border="1" data-bbox="2244 211 2494 297"> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> </tr> <tr> <td>Innovation horizon</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table>				1	2	3	Innovation horizon	<input type="text"/>	<input type="text"/>	<input type="text"/>													
	1	2	3																						
Innovation horizon	<input type="text"/>	<input type="text"/>	<input type="text"/>																						
<b>Target customers</b> 		<b>The problem we solve for them</b>  <table border="1" data-bbox="1709 301 2504 572"> <tr> <td><b>Contribution to innovation themes</b></td> <td>L</td> <td>M</td> <td>H</td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table>			<b>Contribution to innovation themes</b>	L	M	H	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>					
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<b>The trends that we address with this innovation</b> 		<b>Attractiveness</b> <table border="1" data-bbox="2244 589 2494 782"> <tr> <td></td> <td>L</td> <td>M</td> <td>H</td> </tr> <tr> <td>Desirability (do customer want this)</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>Feasibility (can we make it)</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>Viability (can we make money with it)</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </table>				L	M	H	Desirability (do customer want this)	<input type="text"/>	<input type="text"/>	<input type="text"/>	Feasibility (can we make it)	<input type="text"/>	<input type="text"/>	<input type="text"/>	Viability (can we make money with it)	<input type="text"/>	<input type="text"/>	<input type="text"/>					
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		<b>Innovation growth tactic that is applied</b> <input checked="" type="checkbox"/> <table border="1" data-bbox="1709 839 2504 1015"> <tr> <td rowspan="3">Business model</td> <td>Profit model</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Partners</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Process</td> <td><input type="checkbox"/></td> </tr> <tr> <td rowspan="3">Products and services</td> <td>Function</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Brand</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Platform</td> <td><input type="checkbox"/></td> </tr> <tr> <td rowspan="3">Customer interface</td> <td>Service</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Distribution channel</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Customer engagement</td> <td><input type="checkbox"/></td> </tr> </table>			Business model	Profit model	<input type="checkbox"/>	Partners	<input type="checkbox"/>	Process	<input type="checkbox"/>	Products and services	Function	<input type="checkbox"/>	Brand	<input type="checkbox"/>	Platform	<input type="checkbox"/>	Customer interface	Service	<input type="checkbox"/>	Distribution channel	<input type="checkbox"/>	Customer engagement	<input type="checkbox"/>
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<b>Other considerations</b> 