

# IDEA CARD CANVAS

IDEA NAME:

## Audience

Who is your idea for? Customers, consumers, users? What are their characteristics? Try to be specific



## Problem or Jobs to be Done

What problem(s) does your audience run into? Or what are they trying to achieve?



## Solution

What is the solution you have in mind to address the problem(s) or jobs to be done?



## IDEA Sketch

What does your idea (flow) look like? Sketch it!



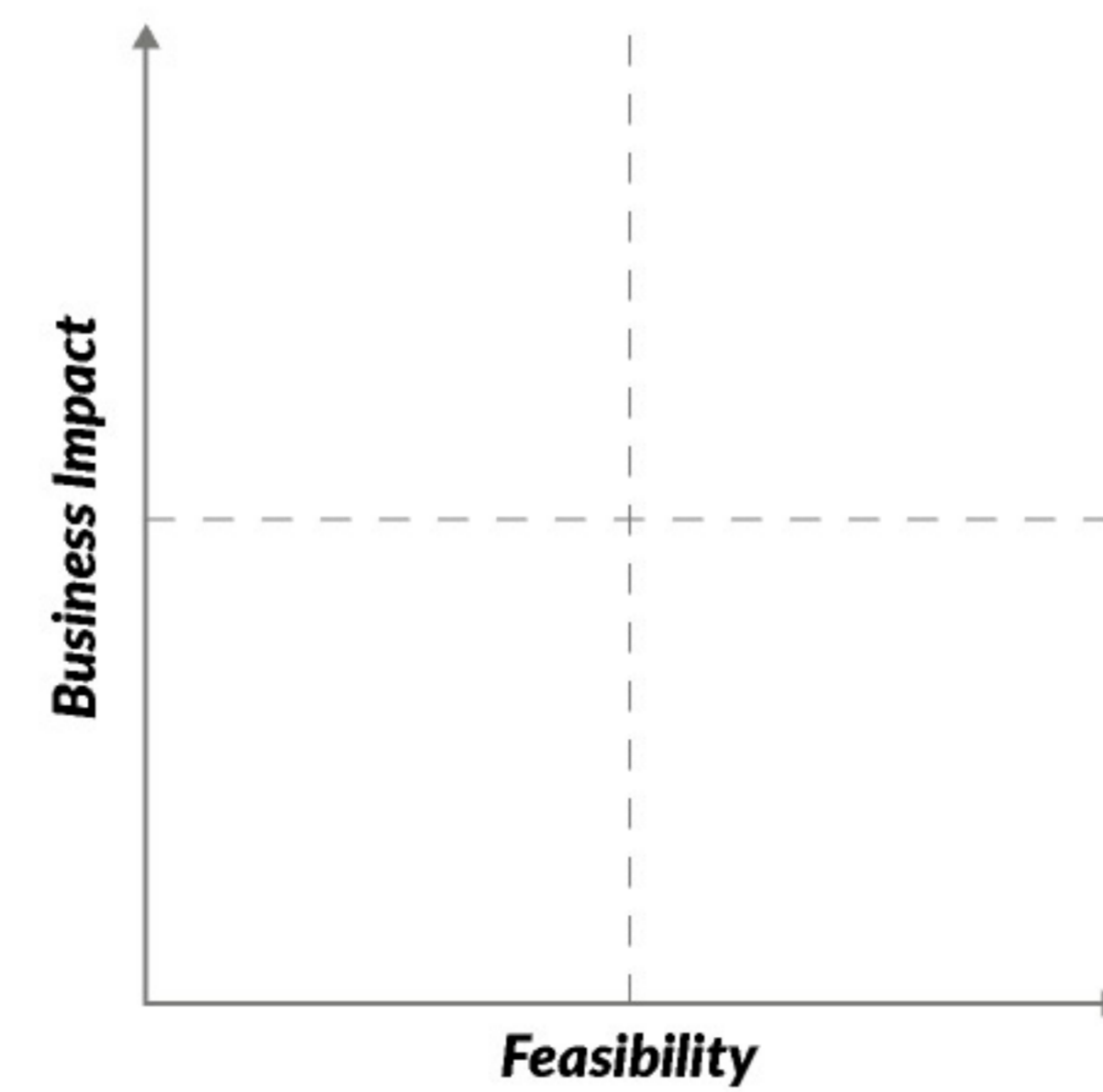
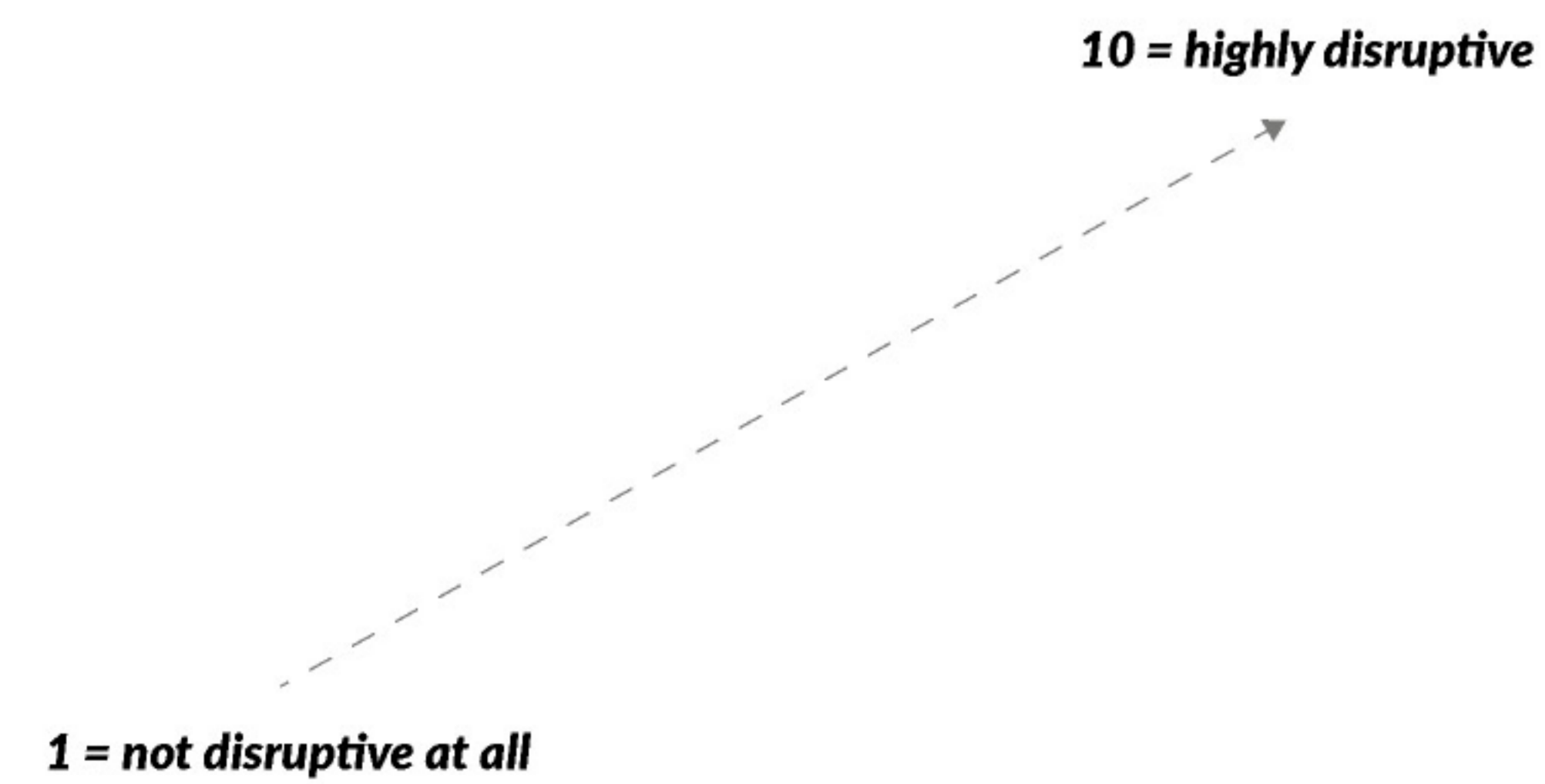
## Disruptiveness

How (market) disruptive is your idea? Mark the right spot on the lin.  
1 not disruptive at all - 10 highly disruptive



## Impact vs. Feasibility

What is the potential business impact of your idea? And how feasible (ease of realization) is the idea? Mark the right spot in the quadrant.



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