

The Idea Canvas

Idea Name:

Canvas by:

On:

Iteration #:

Trends *that support the idea*



Tech

Business

Society

Idea *as a statement*



Benefits *the idea delivers*



Tech

Business

Society

Innovations *needed to make the idea feasible*



Tech

Business

Society

Unintended Consequences



The Idea Canvas is a lean innovation tool. It allows you to develop and describe an idea and to think holistically about it.