

iDEA Canvas

1_Problem

What is the problem or need?

2_Solution

What do you offer?

3_Benefit

Why does your solution matter?

4_Customer

What audience will your solution serve? (male/female/location/income/interests etc)

Identify, test and adapt your idea

5_Alternatives

What competition is already out there?

6_Messaging

What you offer and why your customer will want it?

7_Start-Up Needs

What resources you'll need to launch your idea?



iDEA Prototype

It could be a drawing, a cardboard cutout or a digital presentation to validate and test your idea for customers using minimal resources.

learn more about this resource - ideastarter.co.nz

iDEA Pitch

An exciting and meaningful 30-90 second pitch of your idea that leaves people wanting more.

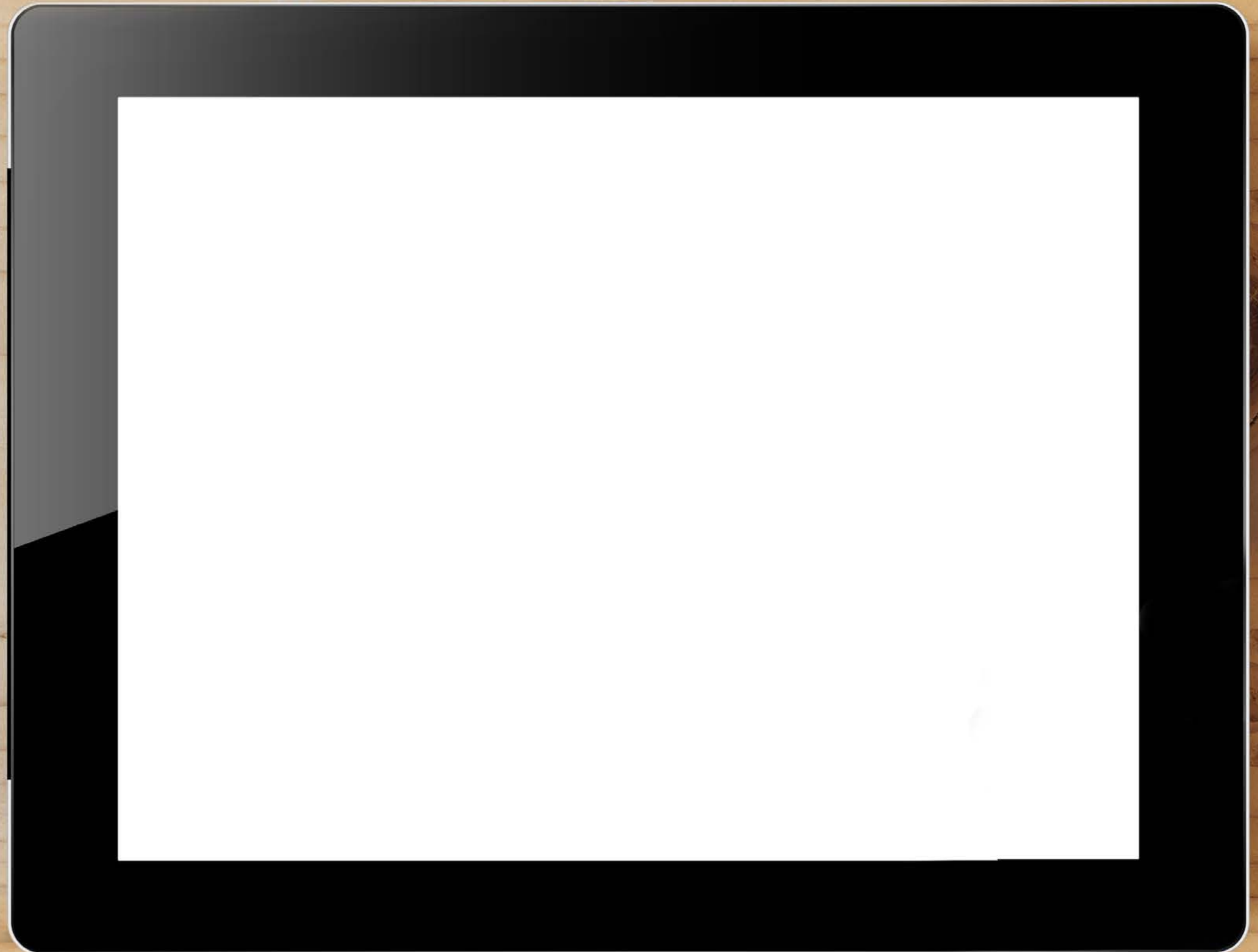
1. Address the problem/need
(use stats)

2. Make them care by selling
the solution - what are the
benefits?

3. Who is the customer and
what are their needs/desires?

4. Who are the alternatives?
Shows you're aware of the
competition

5. Leave them wanting more
- why the customer needs
your idea?



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