Idea Discovery Canvas

The Idea Discovery Canvas (IDC) was created by Bryan Barringer and is free to use and distribute.

Product/Service/Customer Considerations

Market Considerations

PROBLEM OR IDEA
A problem to solve, a new idea to disrupt a market, or a marketable improvement to an existing service or product.

Who?

What?

When?

Where?

How?

Why?

CUSTOMER
List your target market, consumers, and customer segments. Consider the following market segmentation types: geographic, demographic, psychographic, and behavioral. Include potential early adopters.

SOLUTION
Detail or illustrate a solution to the problem or concept for the new idea that meets the requirements from your problem statement.

UNIQUE VALUE PROPOSITION
List the benefits derived by the customer from using your solution.

UNFAIR ADVANTAGE
What makes your solution something that cannot be easily replicated or provides more value to your customer than your competition?

CHANNELS/PARTNERS
List your inbound and outbound pathways to your customers (i.e. marketing, sales, sourcing, procurement, etc.).

KNOWN OBSTACLES
List any known hurdles that will need to be over-come (i.e. technology, ethical, financial, regulatory).

COST & PROFIT VARIABLES
Detail the unit economics required to build, market, sell and deliver your product or service to market (i.e. COGS, CAC LTV, profit margins, etc.).

REVENUE STREAMS
List your sources of revenue and financing. For non-profit entities, list sources for endowment (i.e. donations, grants, etc.) required to be successful in your mission.

KEY METRICS
List the key factors (i.e. kpi, okr, etc.) that will measure quality and success.

SUSTAINABILITY *(optional)*
How can your product, service, or company contribute to community and global sustainability?

Financial Considerations and Success Metrics

Impact Considerations

1	2	3	4	5
			6	7
8	9	10	11	

Business Name:

Date:

Version: