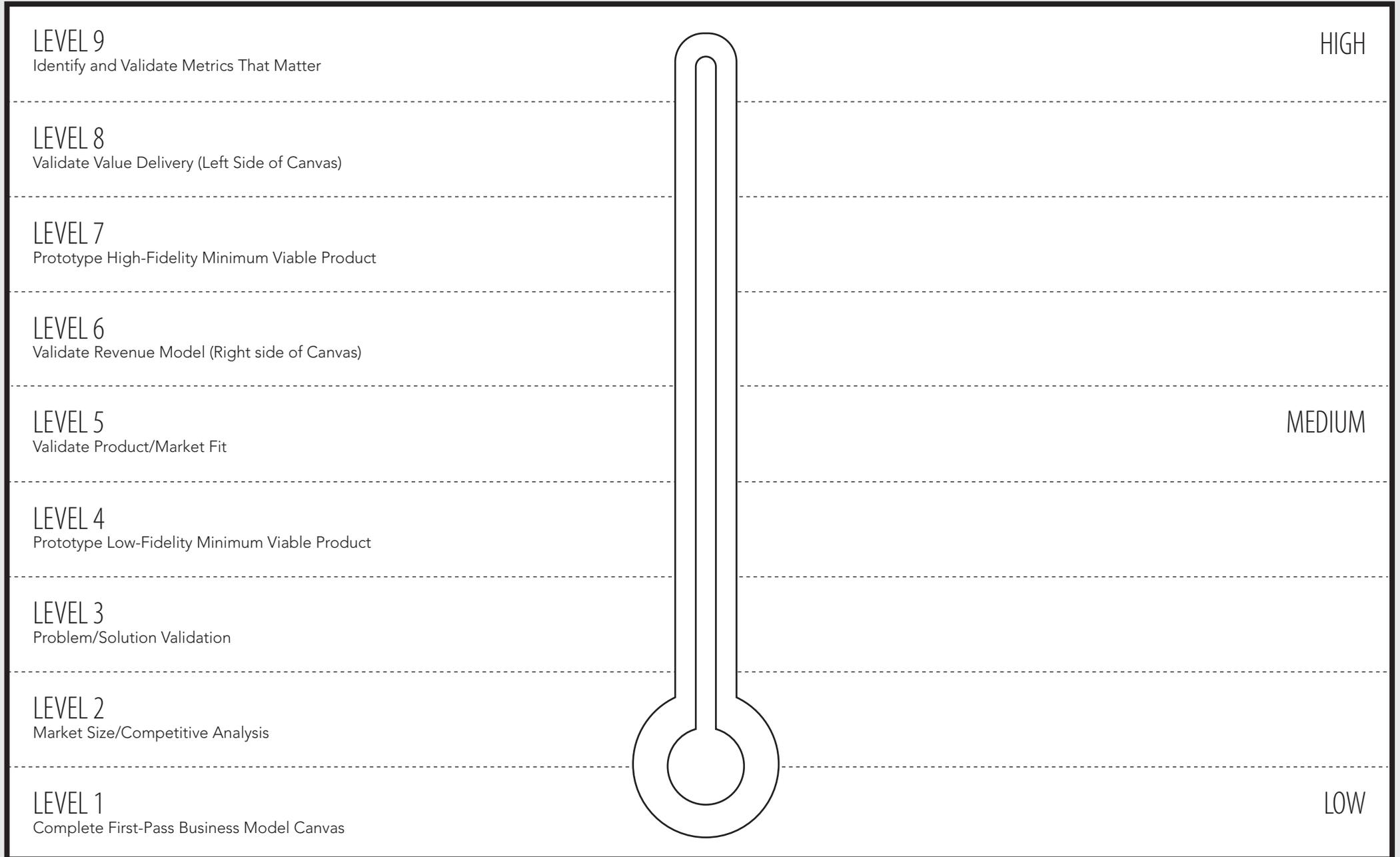


INVESTMENT READINESS LEVEL

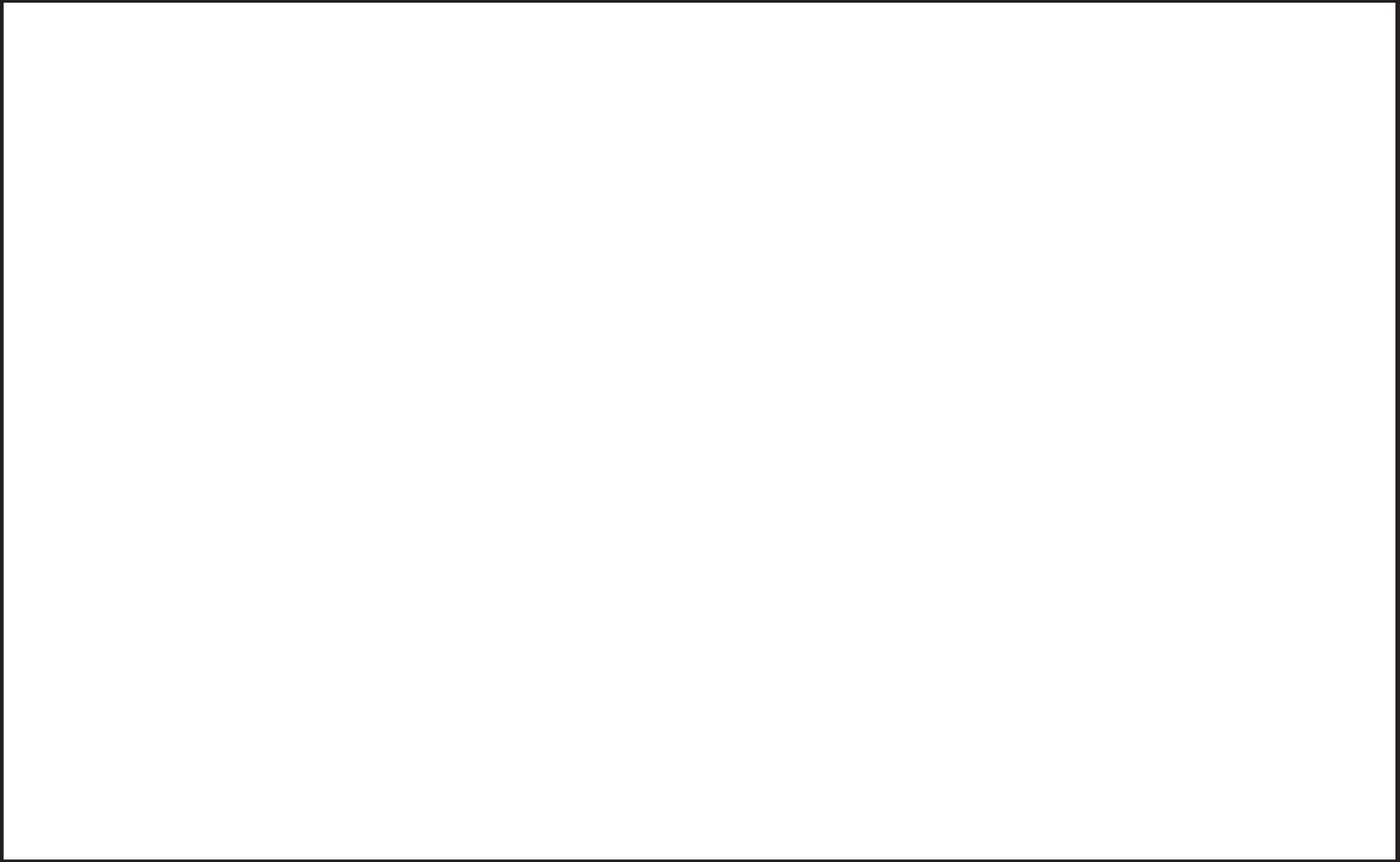


STORYTELLING CANVAS

SUBJECT What is the story about?		GOAL What do you want to achieve with this story?		AUDIENCE What is your story's audience? What are their needs?
BEFORE What does your audience think, feel, know, want, before they have experienced your story?	1. SET THE SCENE What do you need to introduce? What should be set up or explained?	2. MAKE YOUR POINT The audience's A-Ha moment.	3. CONCLUSION The end of your story. What is the conclusion? What is your call to action?	AFTER What does your audience think, feel, know, want, after they have experienced your story?



BLANK CANVAS

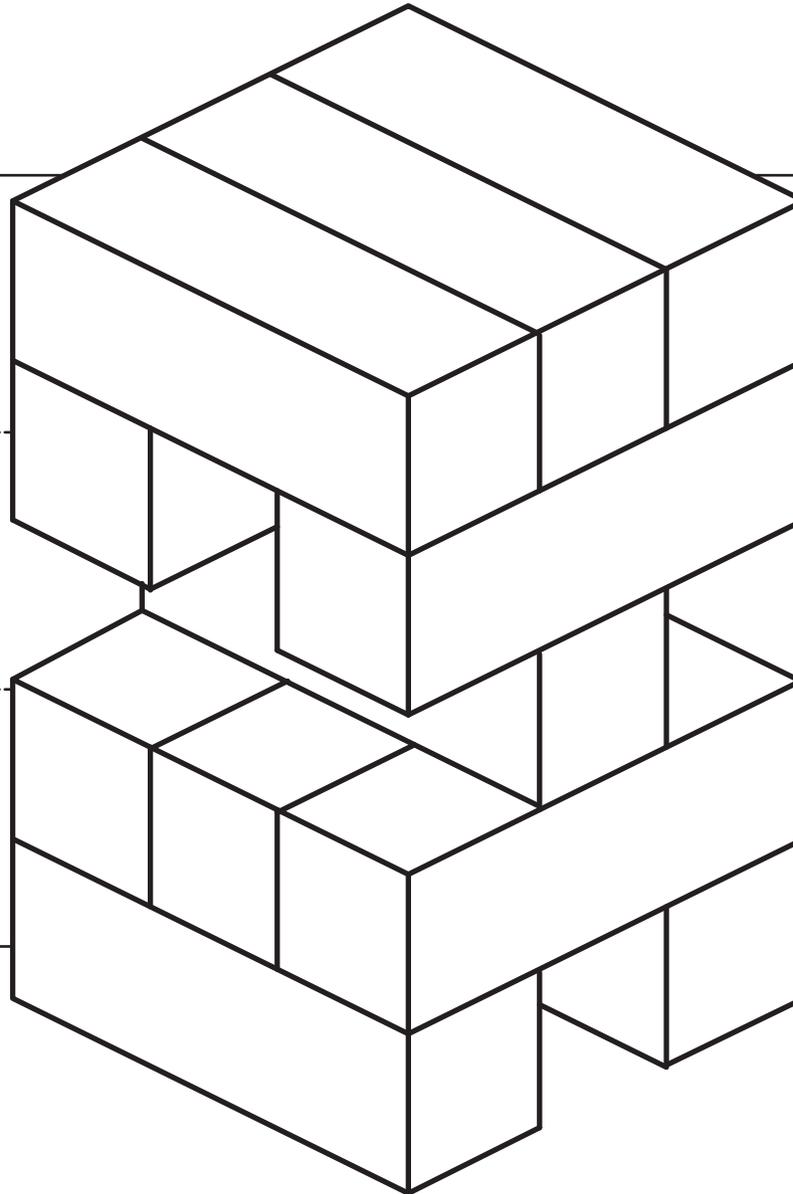


RISKIEST ASSUMPTION FINDER

ALREADY VALIDATED

Validated assumptions and facts go in this box.

LOW IMPACT



RISKIEST ASSUMPTION

There can be only one riskiest assumption.

HIGH IMPACT



EXPERIMENT CANVAS

RISKIEST ASSUMPTION

What is the riskiest assumption you want to test?

FALSIFIABLE HYPOTHESIS

Construct your hypothesis

We believe that < specific, testable action >

Will drive < specific, measurable outcome >

Within < timeframe >

EXPERIMENT SETUP

What kind of experiment will you use?
What are you measuring? How many times?

RESULTS

Record the qualitative or quantitative results of the experiment

CONCLUSION

Did your results match your hypothesis?
Or did they contradict your hypothesis?
And was your result clear enough?

VALIDATED

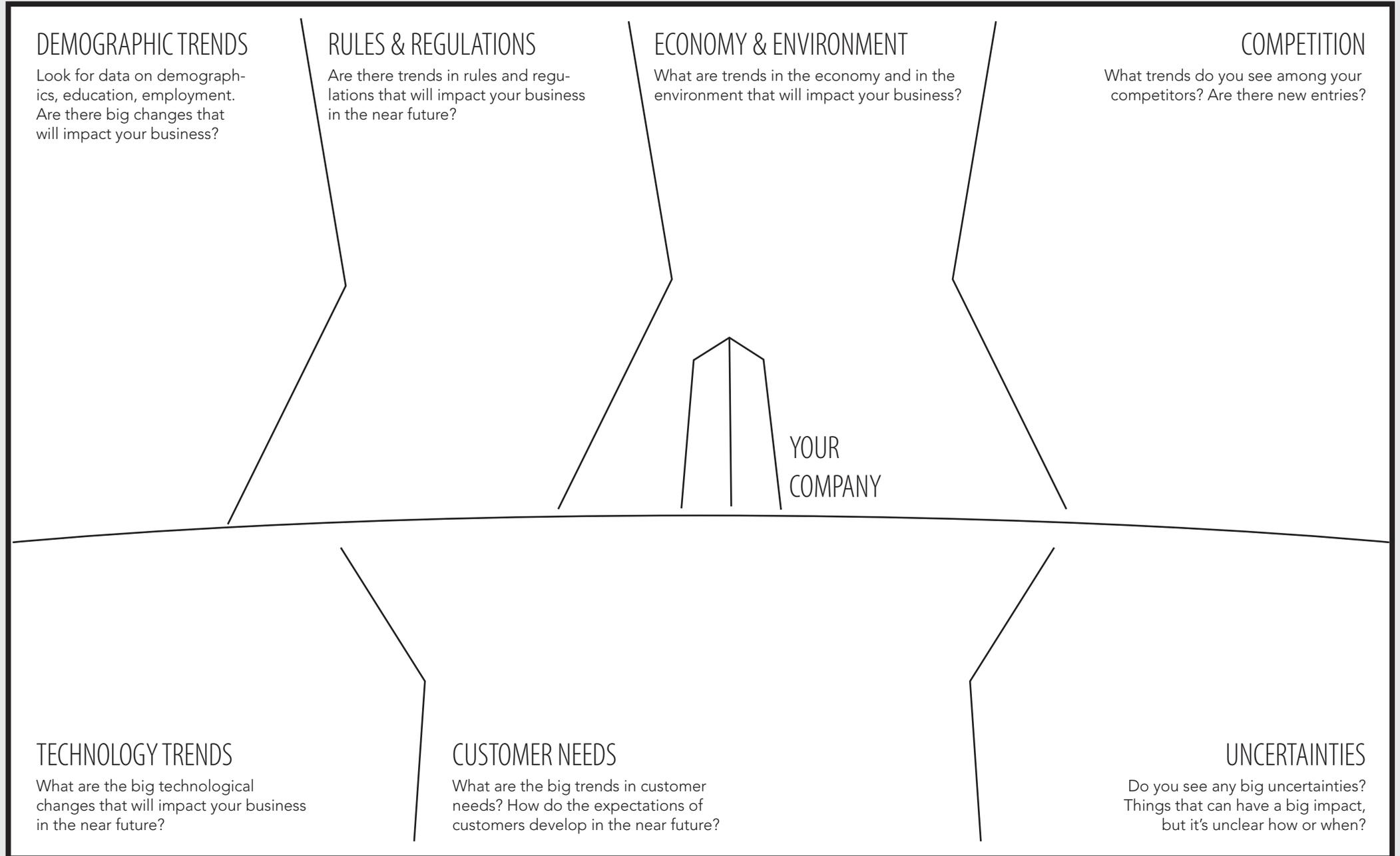
INVALIDATED

INCONCLUSIVE

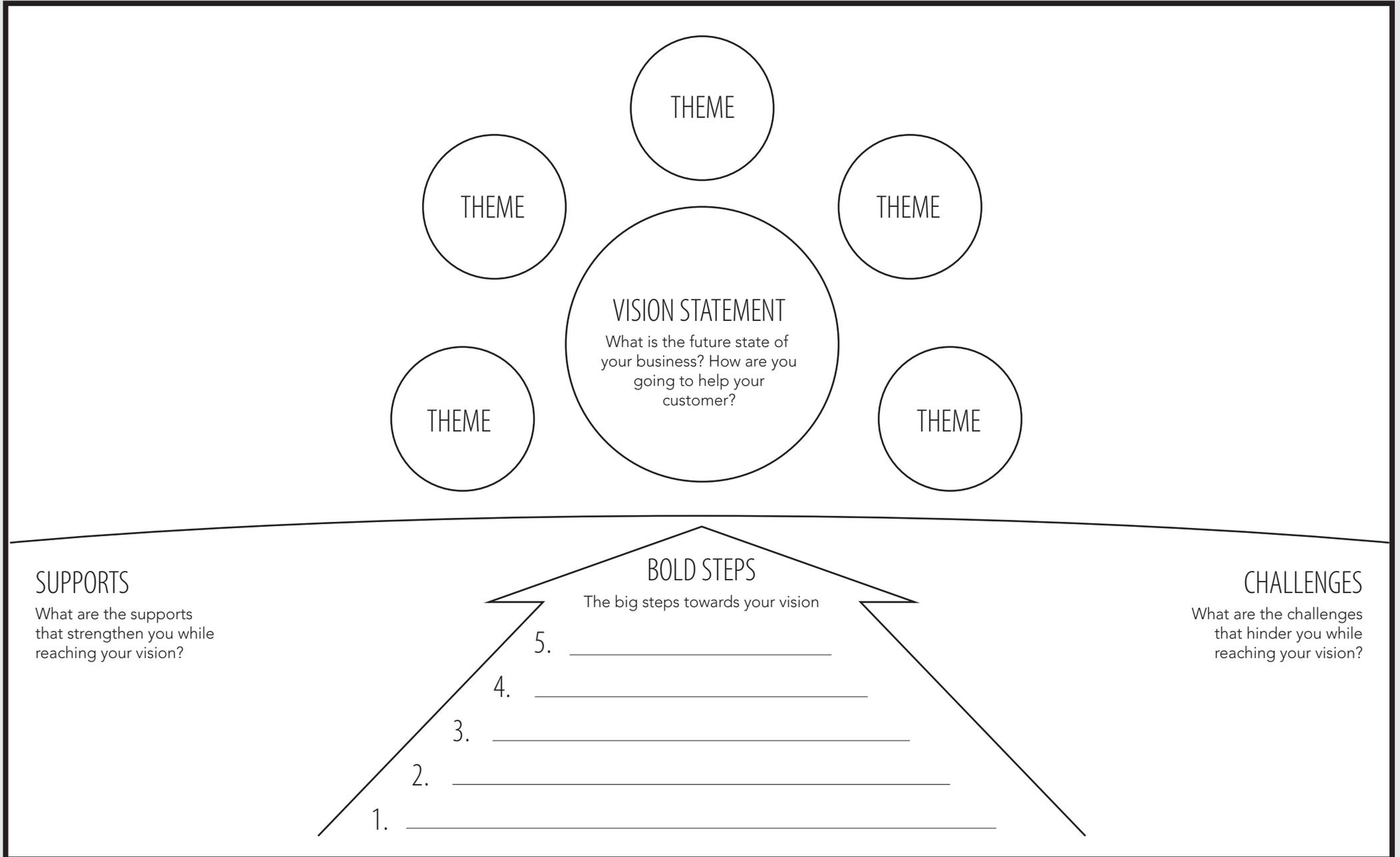
NEXT STEPS

What is your next move?

CONTEXT MAP® CANVAS



5 BOLD STEPS VISION[®] CANVAS



BUSINESS MODEL CANVAS

KEY PARTNERS Who are your key partners?	KEY ACTIVITIES What are the activities you perform every day to deliver your value proposition?	VALUE PROPOSITION What is the value you deliver to your customer? What is the customer need that your value proposition addresses?	CUSTOMER RELATIONSHIPS What relationship does each customer segment expect you to establish and maintain?	CUSTOMER SEGMENTS Who are your customers?
	KEY RESOURCES What are the resources you need to deliver your value proposition?		CHANNELS How do your customer segments want to be reached?	
COST STRUCTURE What are the important costs you make to deliver the value proposition?			REVENUE STREAMS How do customers reward you for the value you provide to them?	



DESIGNED BY **BUSINESS MODEL FOUNDRY AG**

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171 Second Street, Suite 300, San Francisco, California, 94105, USA.

DESIGN CRITERIA CANVAS

MUST

Must-haves and
non-negotiables

SHOULD

Should-haves and
important features

COULD

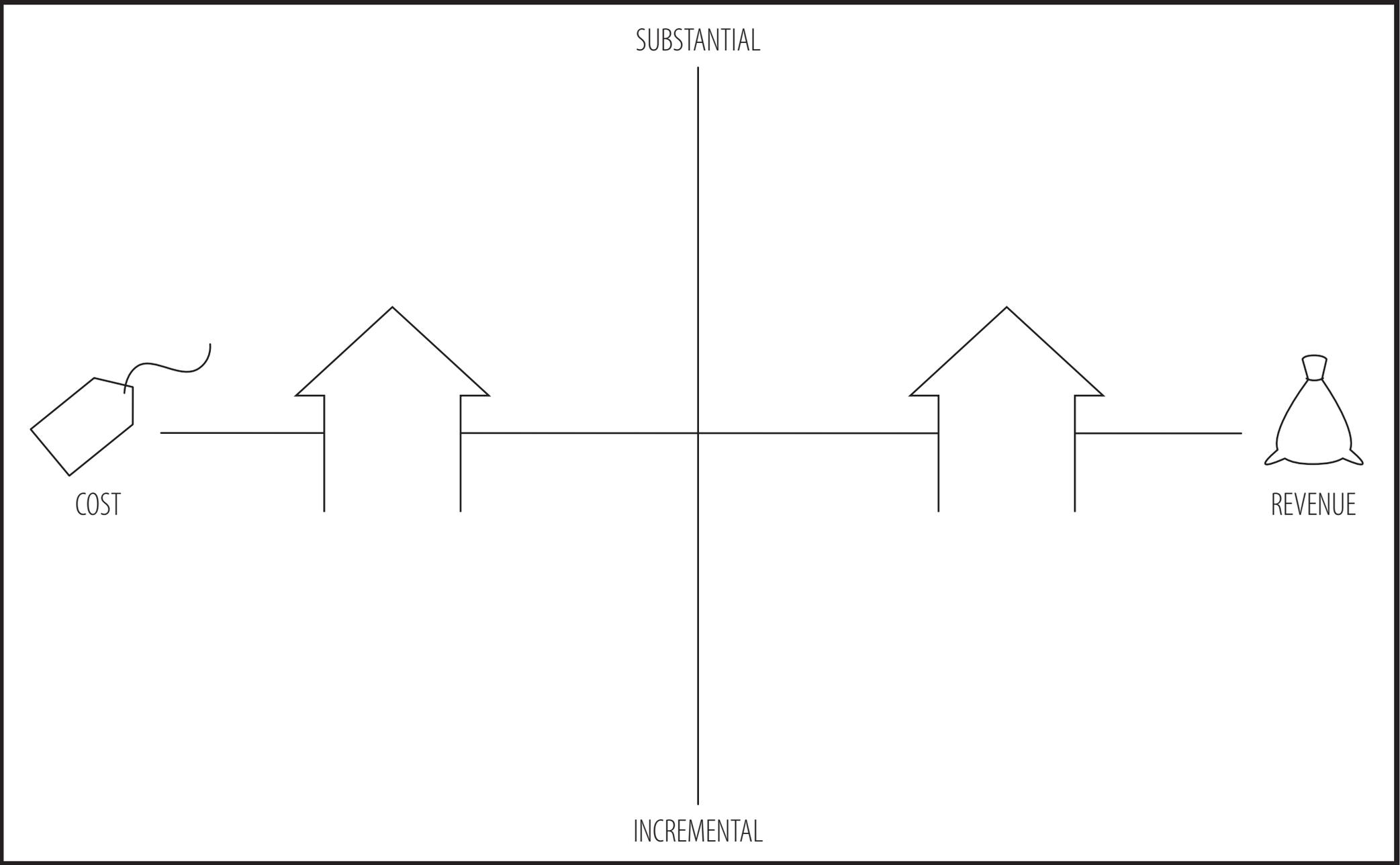
Could-haves and optional
features

WON'T

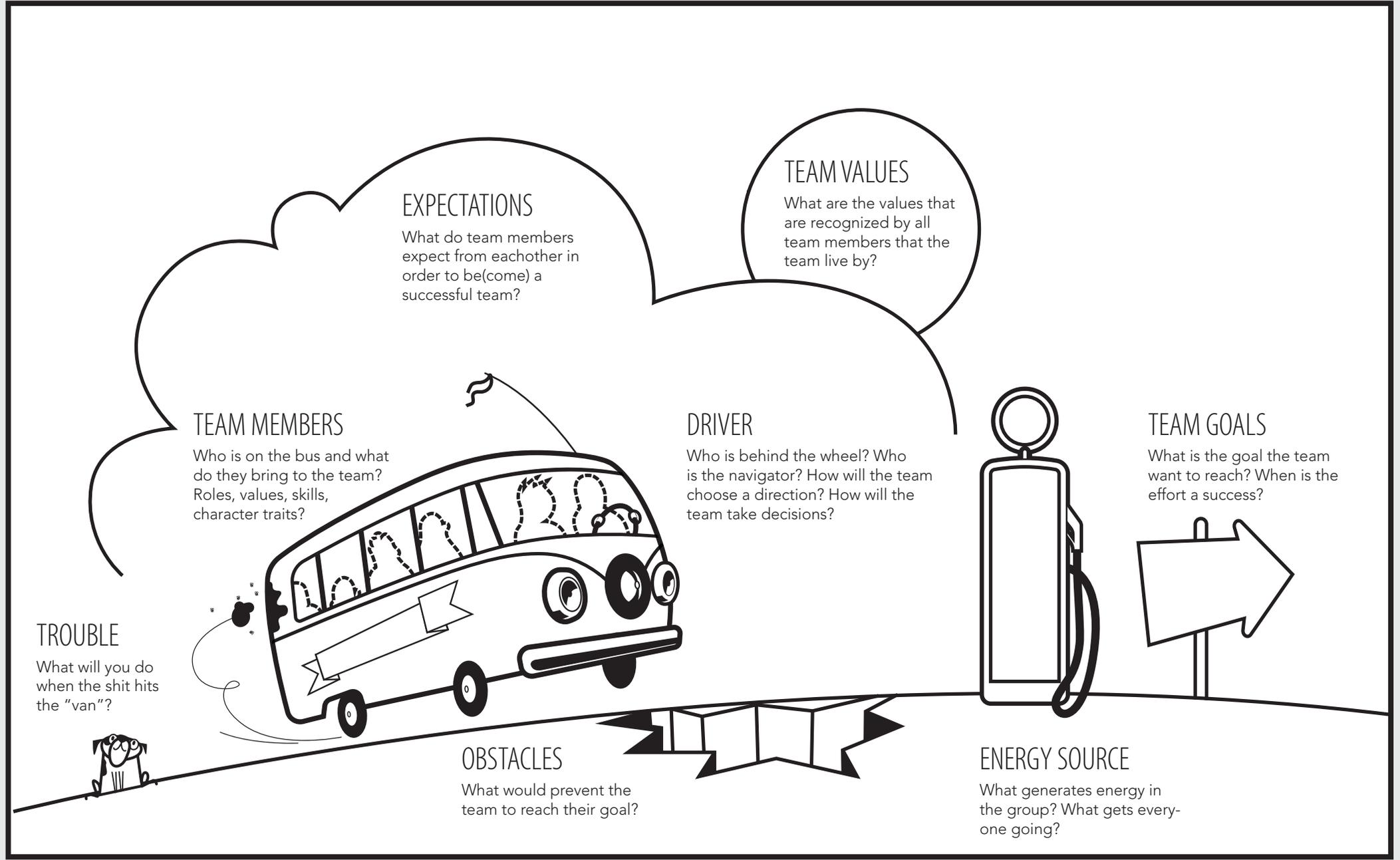
Won't haves - things that are
definitely not on the table.
Also non-negotiables.



INNOVATION MATRIX



TEAM CHARTER CANVAS



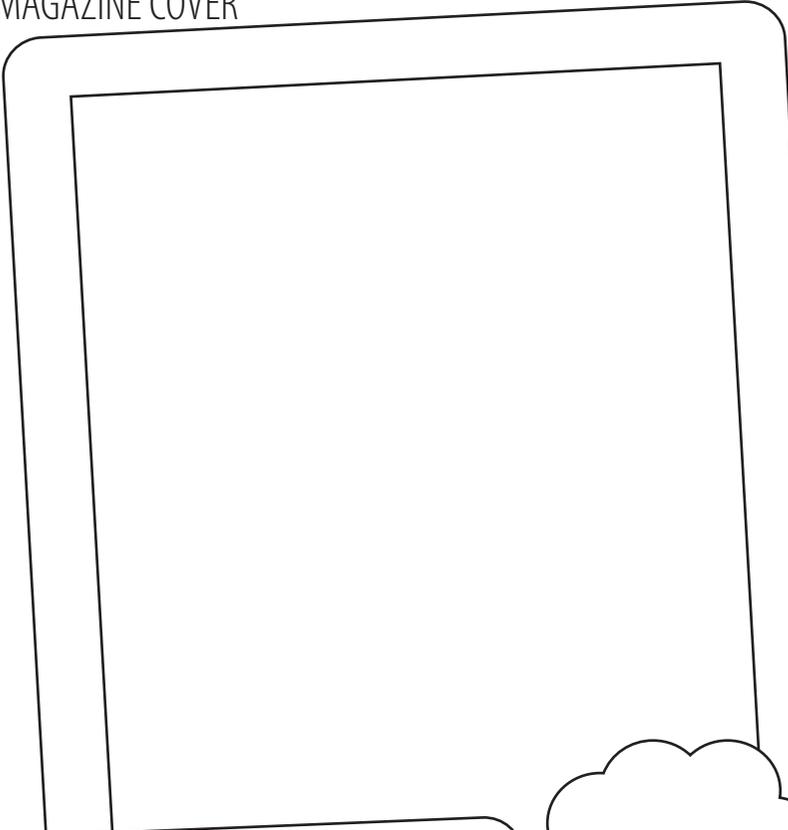
VALIDATION CANVAS

	START	PIVOT 1	PIVOT 2	PIVOT 3	PIVOT 4
RISKIEST ASSUMPTION					
CUSTOMER SEGMENT					
CUSTOMER NEED					
PROTOTYPE TO VALIDATE WITH					
METHOD					
MINIMAL SUCCESS CRITERION					
RESULT					



COVER STORY VISION® CANVAS

MAGAZINE COVER



BIG HEADLINES

The big headlines about your business

THE INTERVIEW

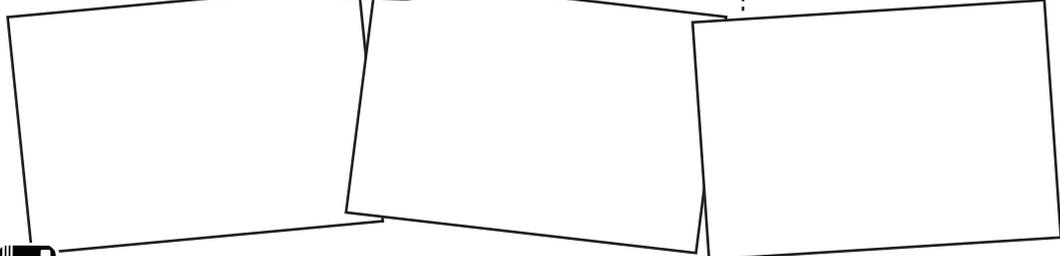
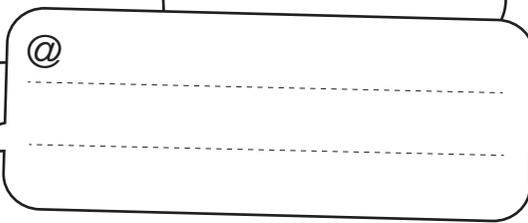
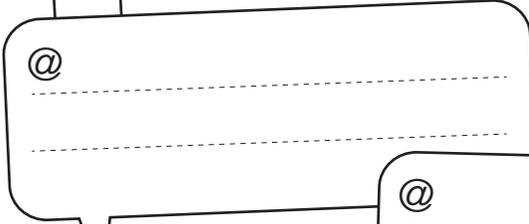
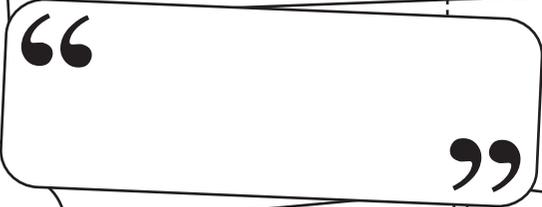
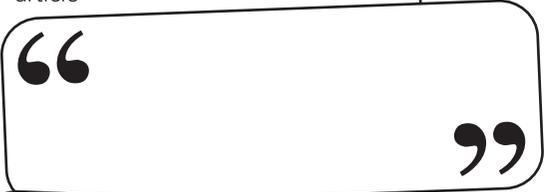
The in-depth interview about your business

THE BOTTOM LINE

What does the finance section say?

QUOTES

Some great quotes to go with your article



TWEETS



INSTAGRAM PICTURES

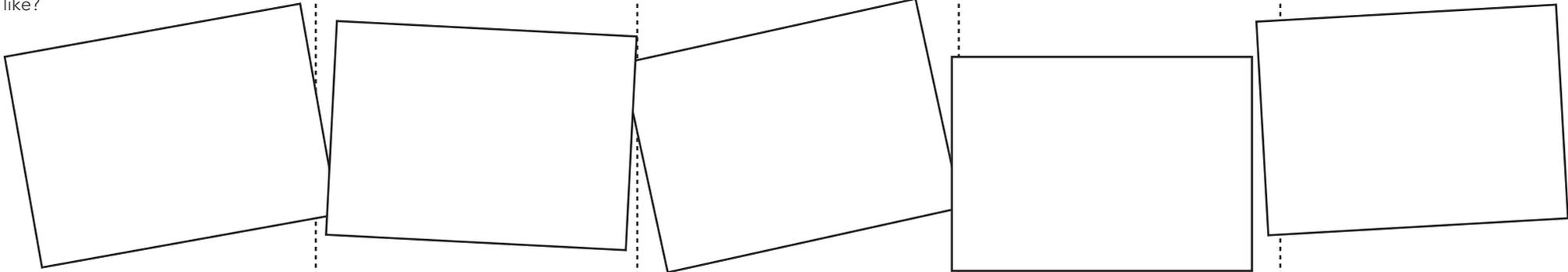
CUSTOMER JOURNEY CANVAS

CUSTOMER NEEDS

What are the customer's basic needs at this moment?

KEY MOMENT

What does the snapshot picture of this moment look like?



CUSTOMER SATISFACTION

How satisfied is the customer at this moment?



PERSONA CANVAS

NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

OPPORTUNITIES
Professional and work related positive outcomes

FEARS
Personal issues

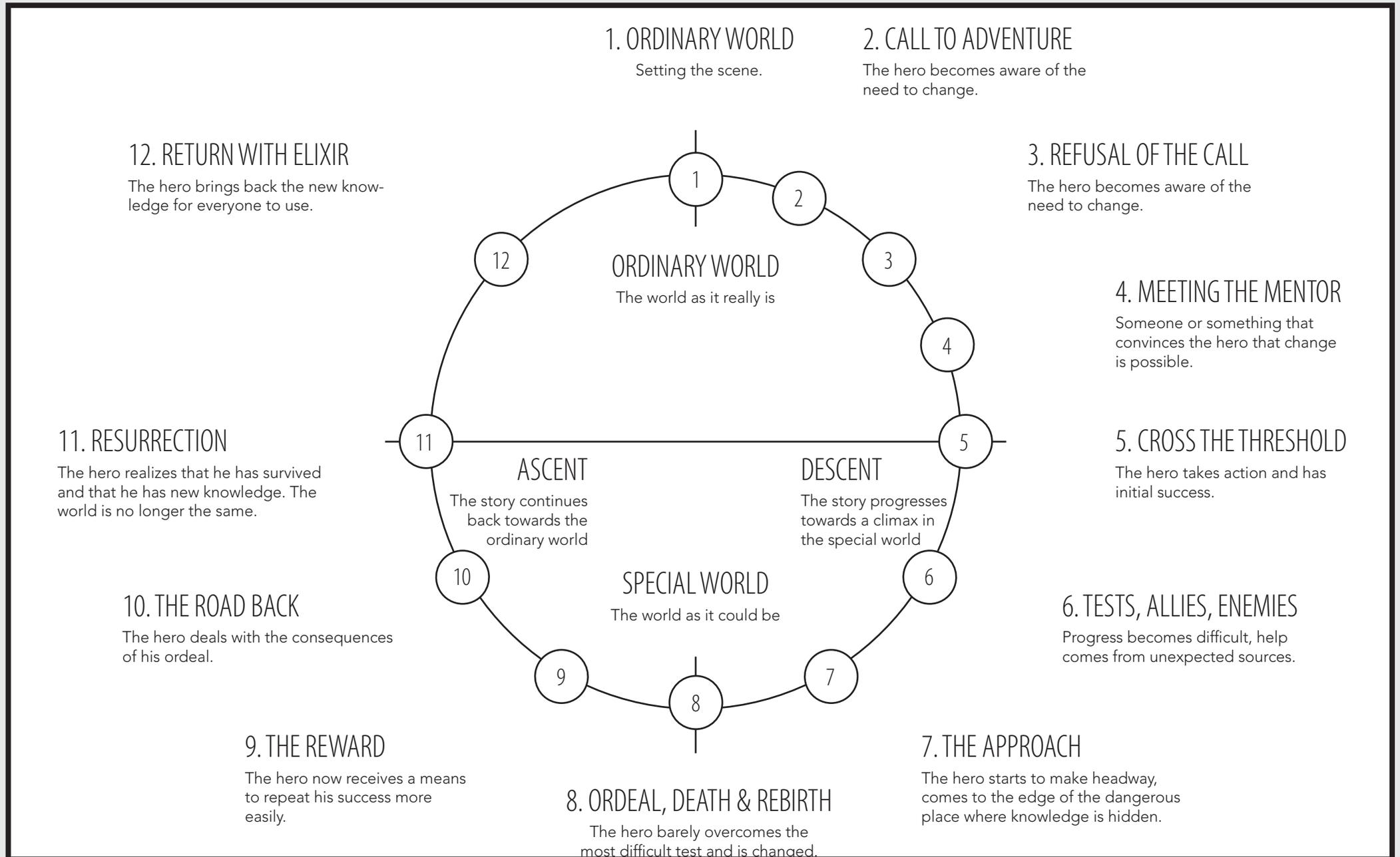
HOPES
Personal goals and hopes

NEED
What does this person really want?

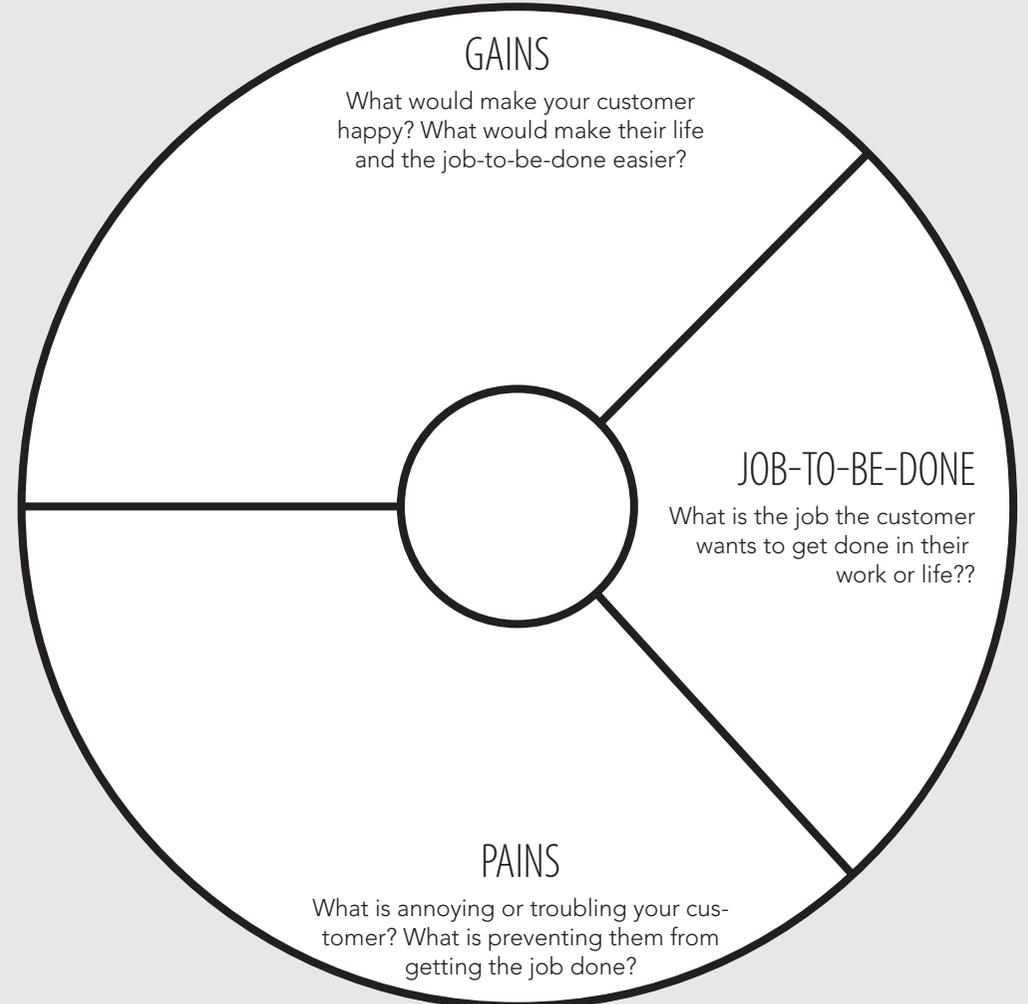
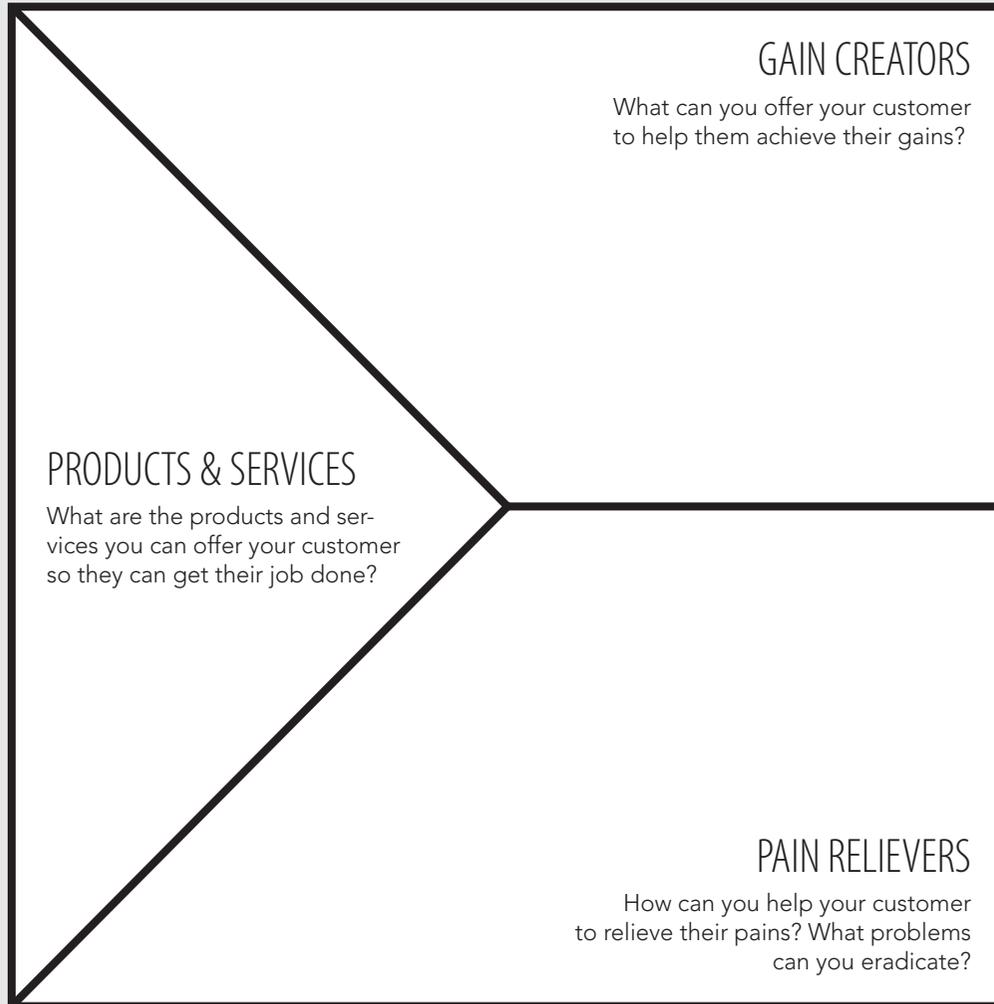
NAME _____

ROLE _____

HERO'S JOURNEY CANVAS



VALUE PROPOSITION CANVAS

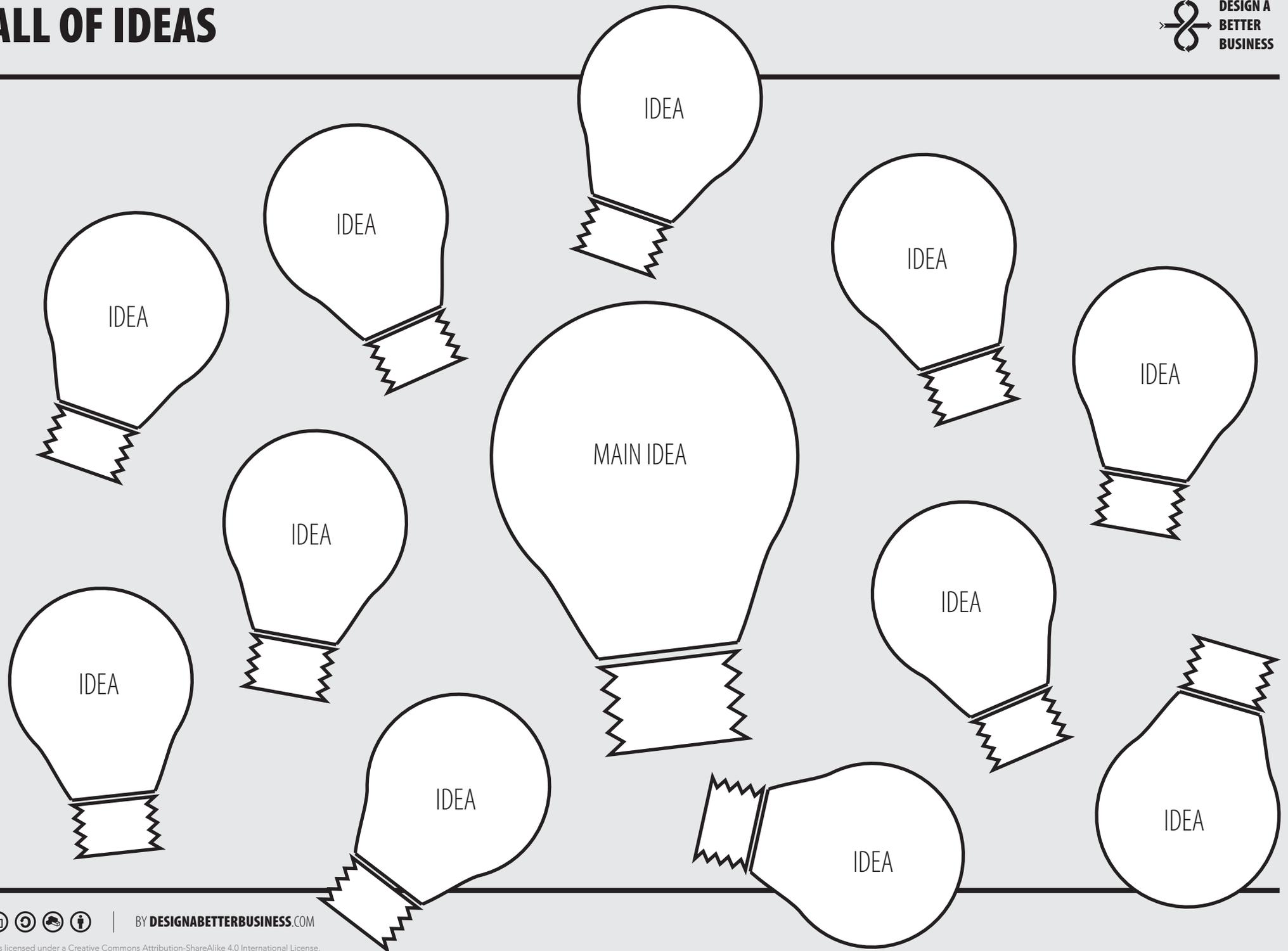


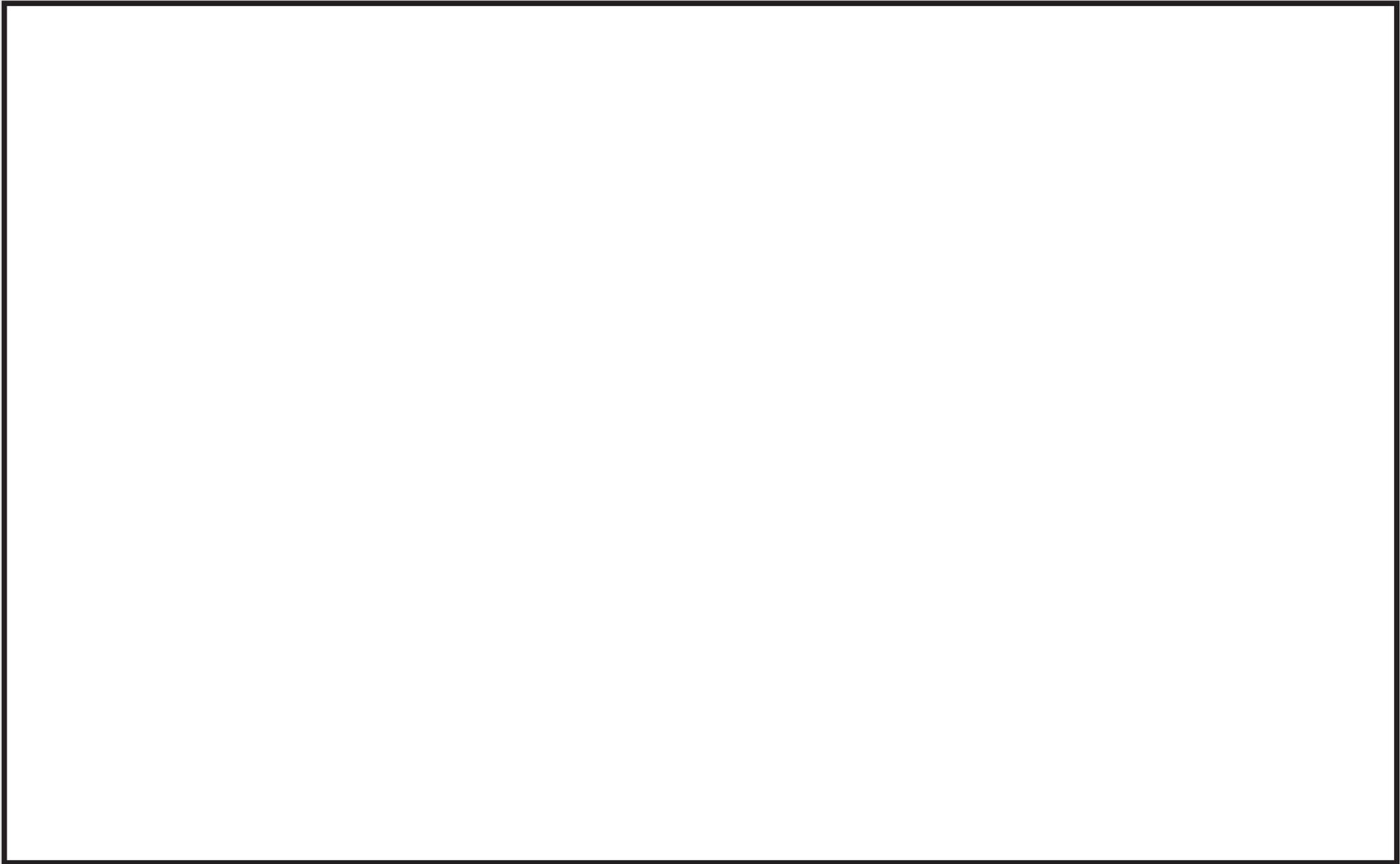
CREATIVE MATRIX

	CUSTOMER SEGMENT 1	CUSTOMER SEGMENT 2	CUSTOMER SEGMENT 3	CUSTOMER SEGMENT 4	CUSTOMER SEGMENT 5
CATEGORY 1					
CATEGORY 2					
CATEGORY 3					
CATEGORY 4					
CATEGORY 5					

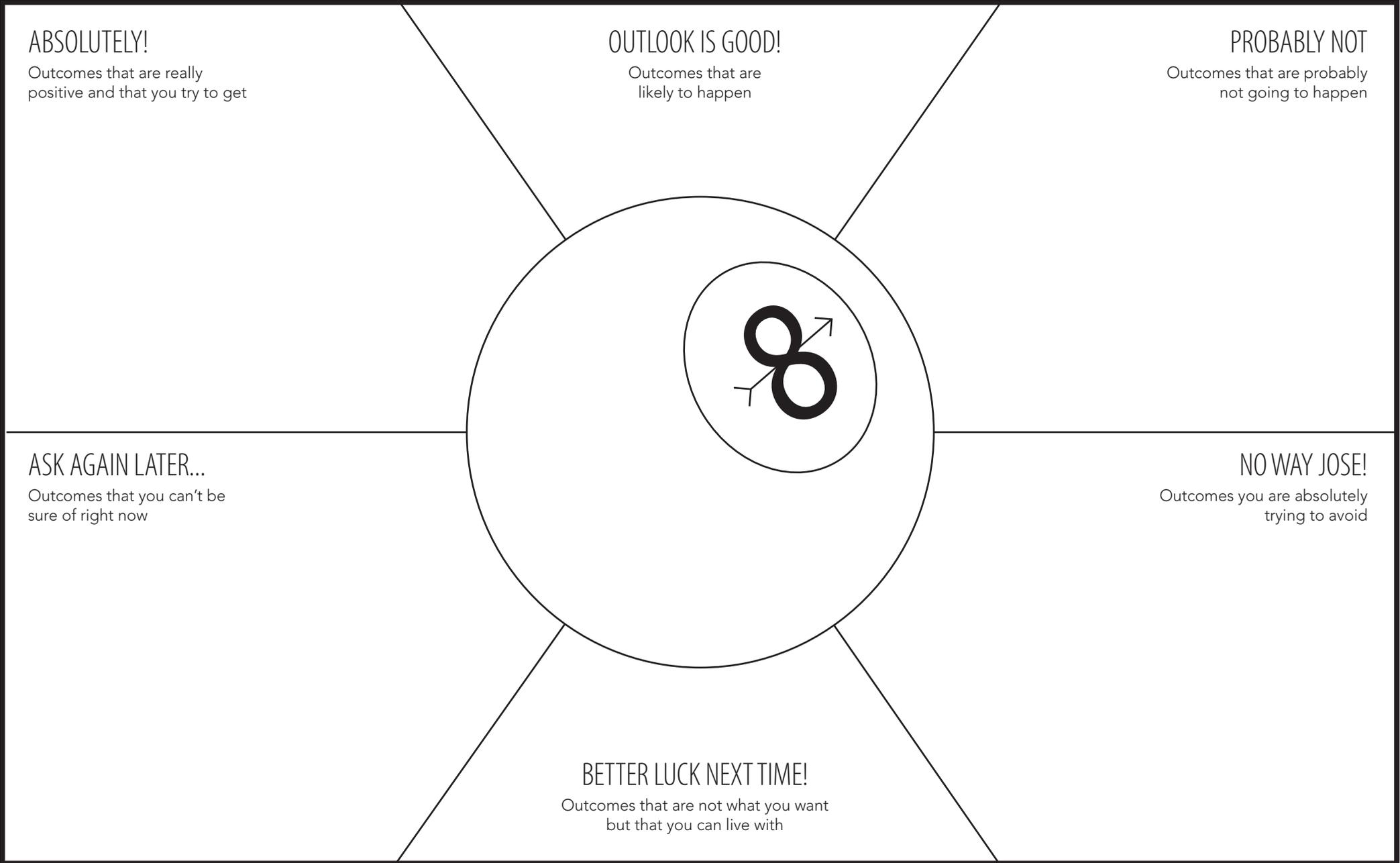


WALL OF IDEAS

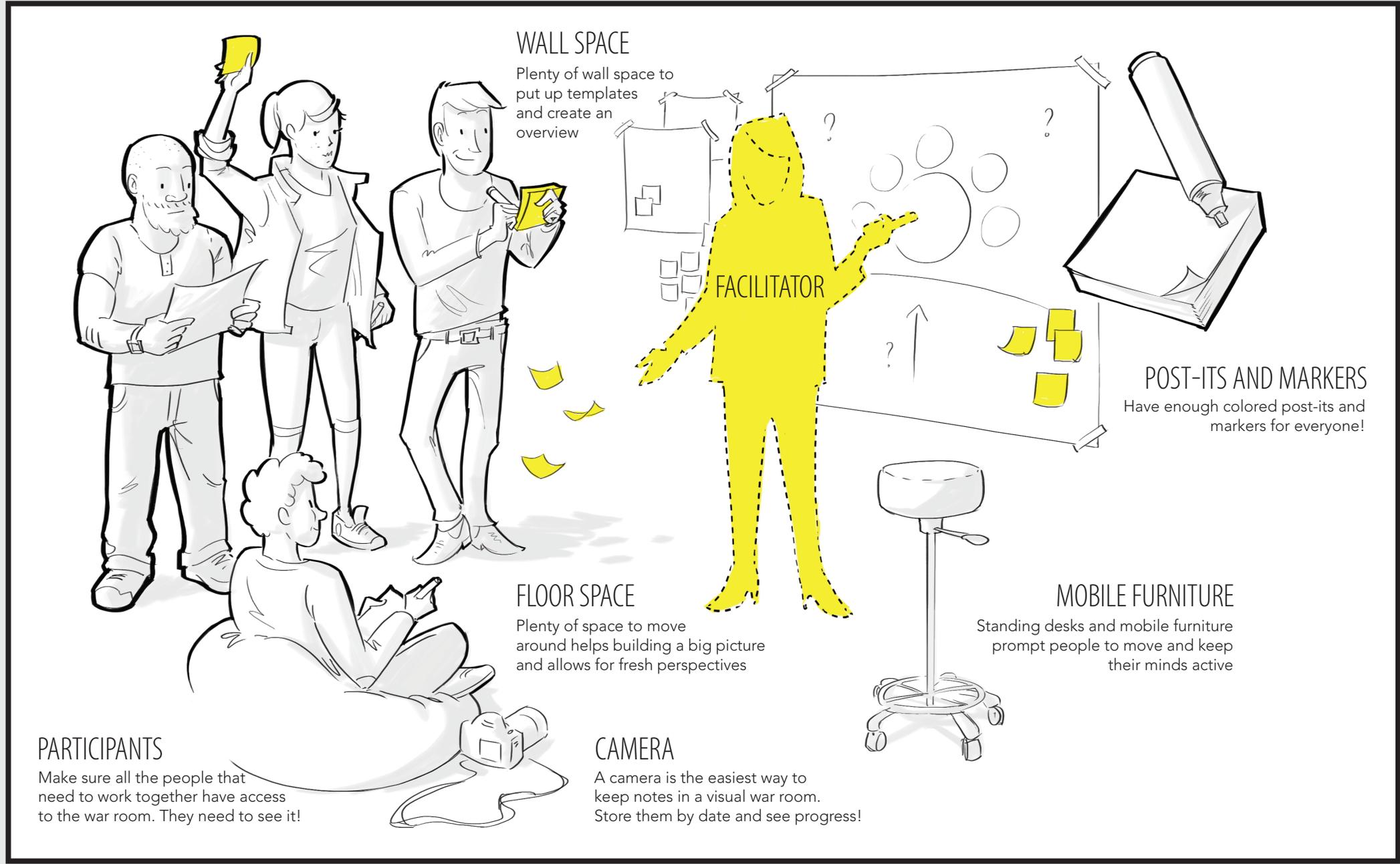




MAGIC 8-BALL CANVAS



WAR ROOM CHECKLIST



WALL SPACE

Plenty of wall space to put up templates and create an overview

POST-ITS AND MARKERS

Have enough colored post-its and markers for everyone!

FLOOR SPACE

Plenty of space to move around helps building a big picture and allows for fresh perspectives

MOBILE FURNITURE

Standing desks and mobile furniture prompt people to move and keep their minds active

PARTICIPANTS

Make sure all the people that need to work together have access to the war room. They need to see it!

CAMERA

A camera is the easiest way to keep notes in a visual war room. Store them by date and see progress!

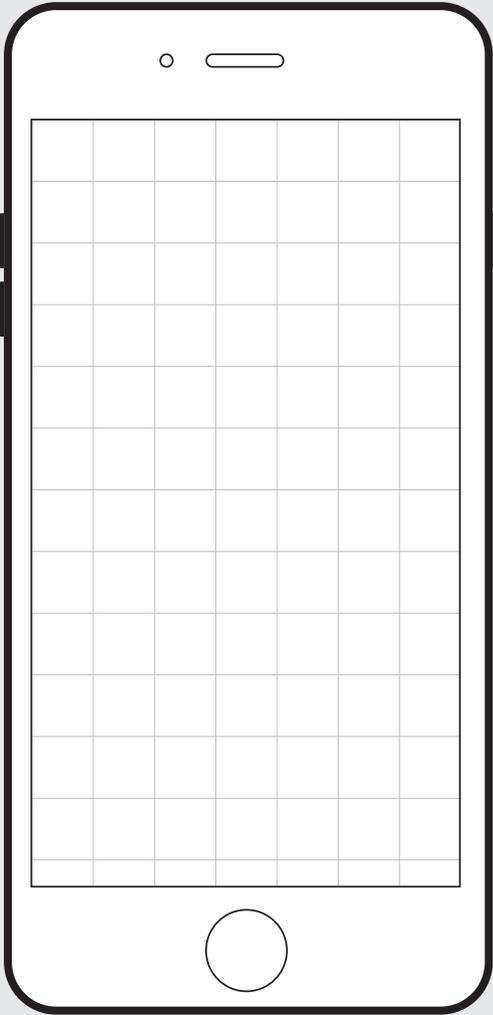


PROTOTYPE CANVAS

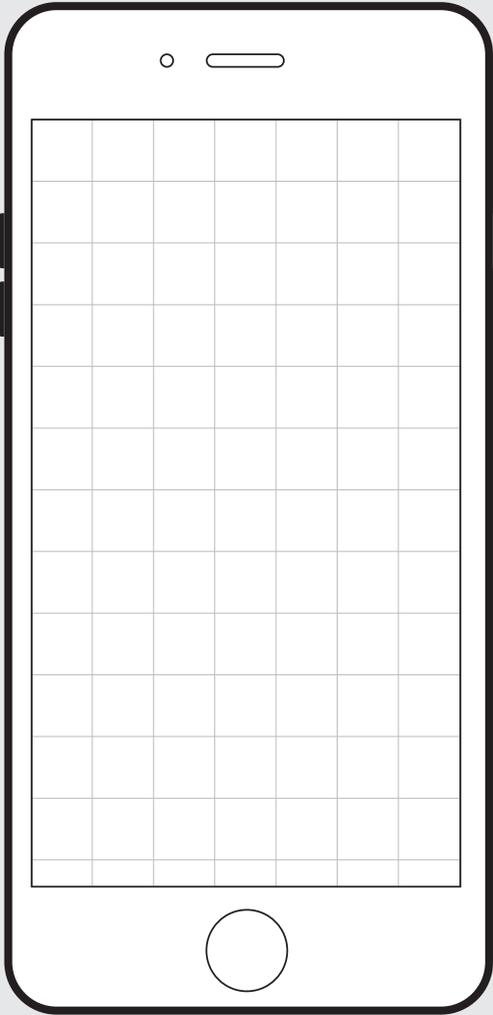
<p>🗨️ CUSTOMER PROMISE</p>	<p>STEP 1</p>	<p>STEP 2</p>	<p>STEP 3</p>	<p>STEP 4</p>	<p>☰ CUSTOMER'S JOB-TO-BE-DONE</p>
	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	<p>ALTERNATIVE</p>	
<p>🔑 KEY FEATURES</p>	<p>THE EXPERIENCE Why can't we skip this step?</p>	<p>😊 CUSTOMER'S BENEFIT(S)</p>			



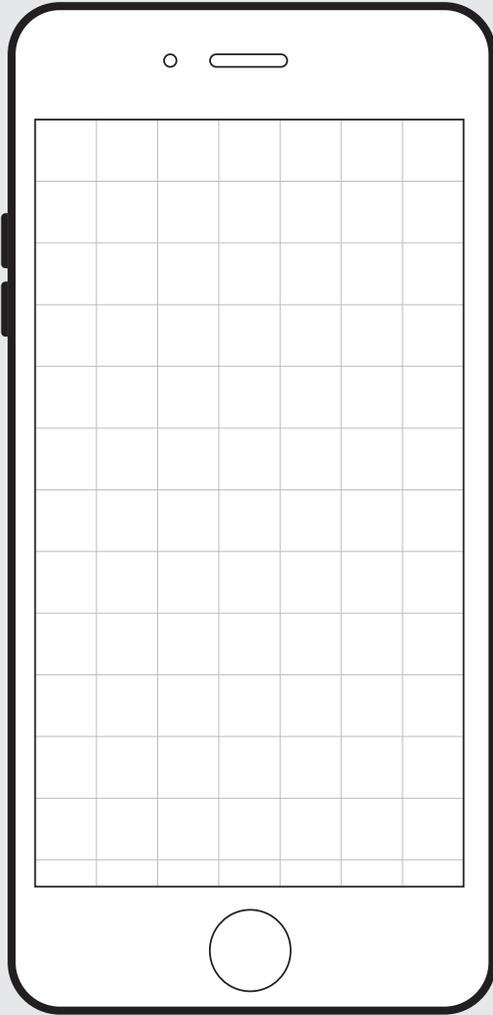
DIGITAL PROTOTYPE SKETCHPAD (IPHONE)



TITLE _____
NOTES _____



TITLE _____
NOTES _____



TITLE _____
NOTES _____

