

# The Idea Canvas

**KEY PARTNERS**

**KEY ACTIVITIES**

**YOUR IDEA**

**AUDIENCE  
RELATIONSHIPS**

**AUDIENCE SEGMENTS**

**KEY RESOURCES**

**CHANNELS**

**THE COST OF YOUR IDEA**

**THE VALUE OF YOUR IDEA**



**Entrepreneurial  
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For Educators

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Based on the "Business Model Canvas"  
by Alexander Osterwalder & Yves Pigneur

## The Idea Canvas Explained

### KEY PARTNERS

Who can you ask to invest their time and energy to help you?

- Teachers?
- Peers?
- Parents?
- Subject Experts?

### KEY ACTIVITIES

What specific tasks must you do to get your idea off the ground?

### KEY RESOURCES

What materials should you invest in?

### YOUR IDEA

Project Idea

Lesson Idea

Thesis Statement

Hypothesis

### AUDIENCE RELATIONSHIPS

What kind of relationship are you trying to build with your audience?  
Why?

### CHANNELS

What are some different ways of presenting your ideas?

- written form?
- presentation?
- visualization?

### AUDIENCE SEGMENTS

Who is your idea for?

What are the needs of this group?

Why would they find your idea valuable?

### THE COST OF YOUR IDEA

- Time investment
- Which collaborators would be valuable to invest in?
- Material investment

### THE VALUE OF YOUR IDEA

- Social Value
- Academic Value
- Monetary Value

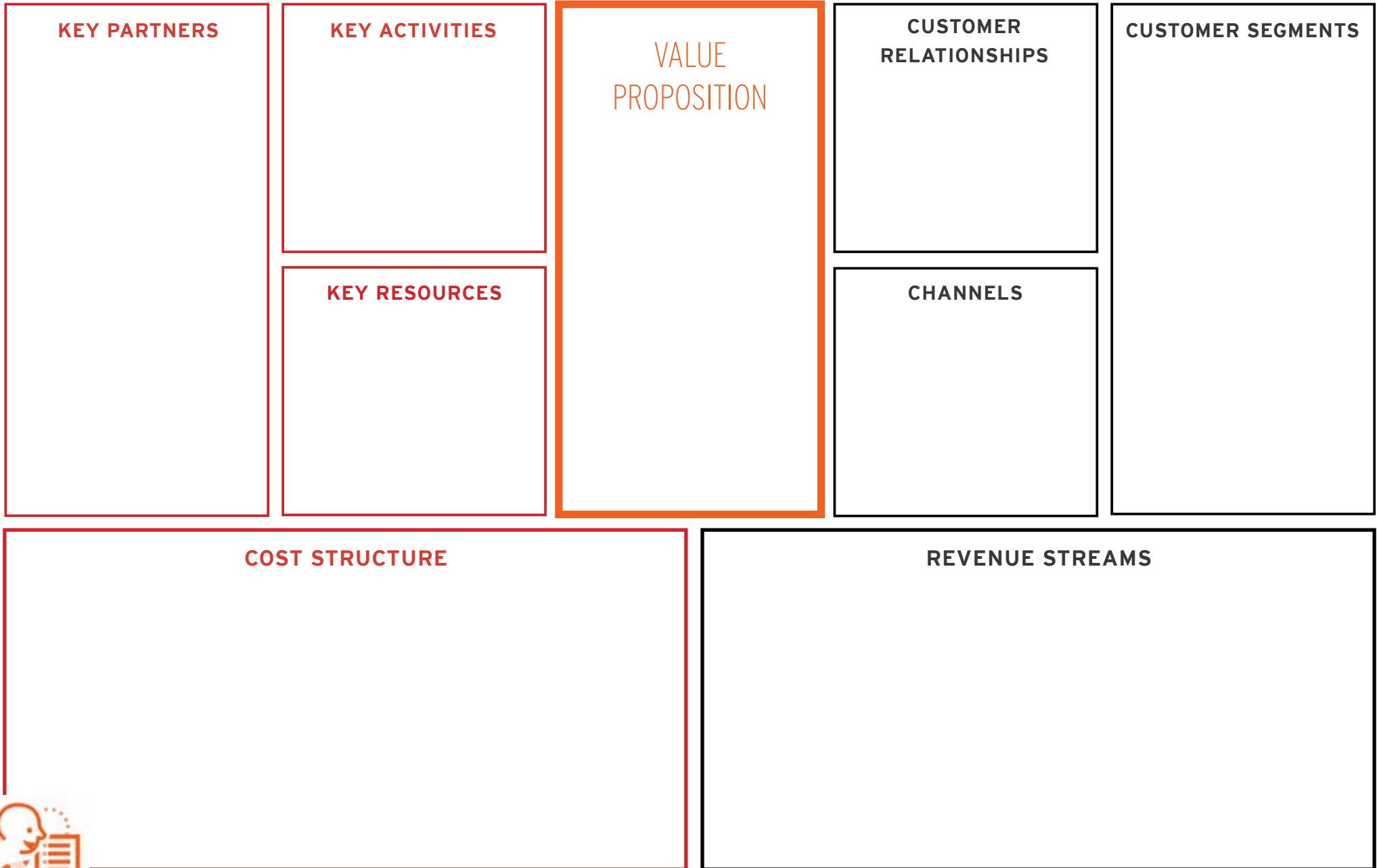


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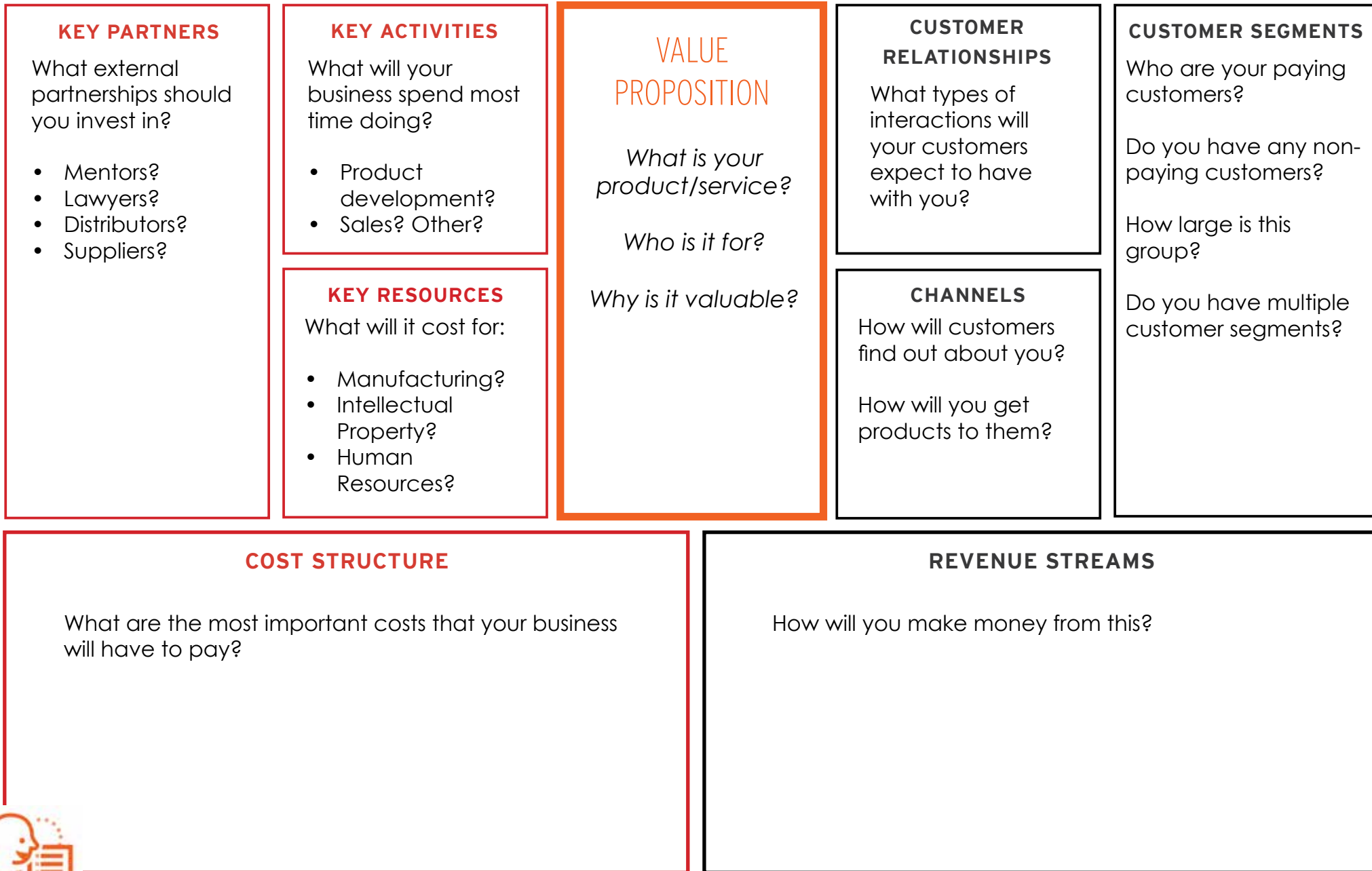


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