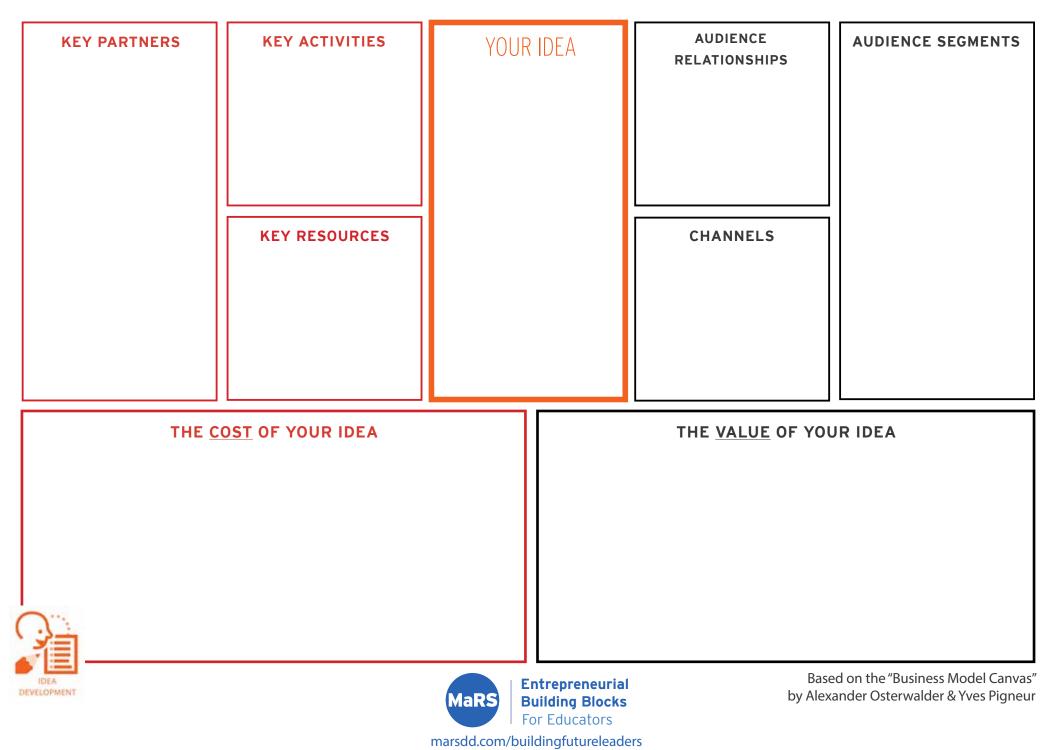
The Idea Canvas

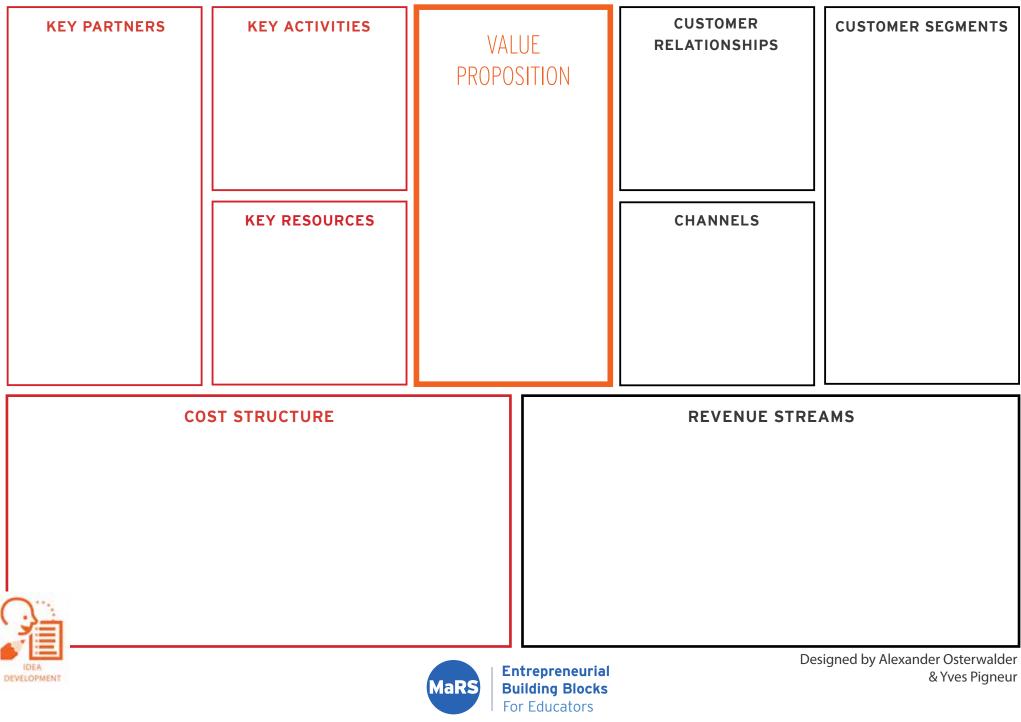


The Idea Canvas Explained

KEY PARTNERS Who can you ask to invest their time and energy to help you? • Teachers? • Peers? • Parents? • Subject Experts?	KEY ACTIVITIESWhat specific tasks must you do to get your idea off the ground?KEY RESOURCESWhat 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?	AUDIENCE SEGMENTS Who is your idea for? What are the needs of this group? Why would they find your idea valuable?
Time investment	OST OF YOUR IDEA	MaRS	• Acad	by Alex	UR IDEA ed on the "Business Model Canvas' ander Osterwalder & Yves Pigneur

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The Business Model Canvas



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The Business Model Canvas Explained

 KEY PARTNERS What external partnerships should you invest in? Mentors? Lawyers? Distributors? Suppliers? 	 KEY ACTIVITIES What will your business spend most time doing? Product development? Sales? Other? Mates ources Manufacturing? Intellectual Property? Human Resources? 	VALUE PROPOSITION What is your product/service? Who is it for? Why is it valuable?		CUSTOMER RELATIONSHIPS What types of interactions will your customers expect to have with you? CHANNELS How will customers find out about you? How will you get products to them?	CUSTOMER SEGMENTSWho are your paying customers?Do you have any non- paying customers?How large is this group?Do you have multiple customer segments?
	mportant costs that your bu		How	REVENUE STRE	

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