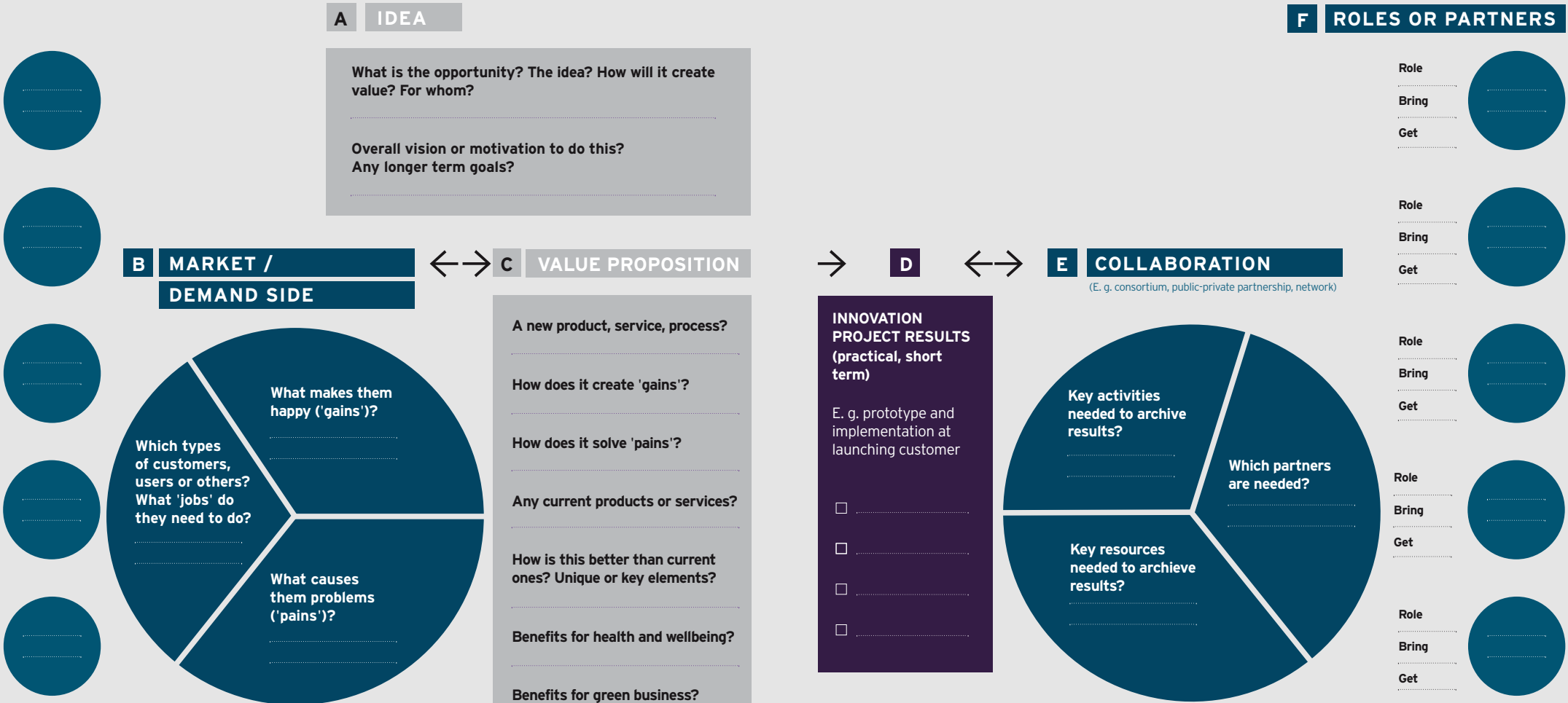


OPEN INNOVATION PROJECT CANVAS

Goal and scope_

This Canvas is intended to facilitate collaboration between partners and to articulate clear project goals, as first steps in an innovation process. It supplements other Canvases, e.g., for Business Model Generation and Value Proposition Design.



Identify key customers. Also identify relevant users or other stakeholders, e.g., intermediaries. You may need different value propositions for different groups of customers.

Involve different partners from the entire value chain. Some partners are critical. Others can be at a distance. Maybe you need different partners in different phases.

G Questions about the demand side that you need to find out (a.s.a.p.), e.g., willingness to pay, market segments and sizes.

Conduct market research

H Ideas for marketing and sales (after the project)? E.g., build customer relationships, distribution channels, intermediaries, etc.

I Who wants to use the project's results? This organization needs to be in the consortium. E.g., as first customer, or owner of the patent.

J Ideas for creating a profitable company (after the project)? E.g. business model, manufacturing, operations, sales, etc.

Do Business Model Generation