The Corporate Startup Canvas

What is the idea?
What’s the point of it?
Start with the immediate objective and a brief description. Remember the conventional wisdom: “If you can’t fit your idea on the back of a business card, you don’t have a clear idea.”

Why are we the right people to make this idea happen?
Why are we the right people to make this idea happen? What differential advantage do we have? What resources and/or partnerships are we missing? Be clear about your own strengths and limitations.

Where in the market would this idea live?
Who are the customers, suppliers, partners, and competitors? What problem does the idea solve, and how else is that problem being addressed now?

Where in the company would this idea live?
Does this fall in an existing division/department? Who has oversight responsibility? What kind of team will run it, and how much autonomy will they have? What are key internal partnerships?

Why now?
Why is now the right time to do this? Why hasn’t it been done before? What happens if we wait?

What are the next steps?
What are the first/next things you need to learn? How are you going to learn them?

In the company
What kind of team will run it, and how much autonomy will they have? What are key internal partnerships?

How might it scale?
If this works, how does it look? Lower costs, raise revenue, improve productivity, expand markets, change the competitive landscape, drive loyalty or engagement? Ideally, how does it make the world a better place?

What’s the business case?
What’s the business case? If successful, what might it look like at its full potential? What does it look like in 5 or 10 years? How do you get there? It’s OK and even encouraged to think through multiple answers here.

Why us?
Why are we the right people to make this idea happen? What differential advantage do we have? What resources and/or partnerships are we missing? Be clear about your own strengths and limitations.

What happens if we wait?
What happens if we wait?

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