

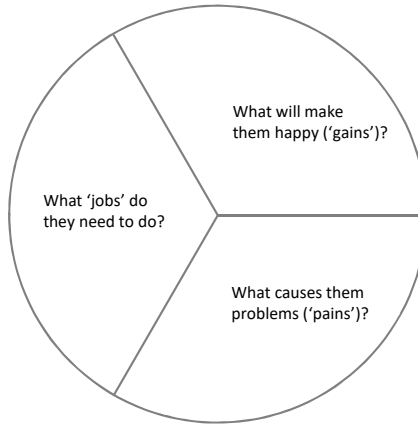
## B. Market, demand

Identify key customer groups.

Maybe identify also user groups (not necessarily the same as customer groups) or other stakeholders, e.g., intermediaries or resellers.

For each customer group:

- What 'jobs' do they need to do?
- What will make them happy ('gains')?
- What causes them problems ('pains')?



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- jobs
- gains
- pains

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- jobs
- gains
- pains

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- jobs
- gains
- pains

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- jobs
- gains
- pains

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- jobs
- gains
- pains

## A. Idea

What is the opportunity?

What is the idea? Your vision?

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How will it create value?

In what form? And for whom?

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## C. Value Proposition

What do you aim to offer? A product? A service?

How will this create 'gains'?

How does it solve 'pains'?

What is currently available in the market?

How is it better than that?

Benefits for 'people', e.g., health or wellbeing?

Benefits for 'planet', e.g., energy or materials?

## D. Project results

Practical, short-term, e.g., a working prototype for a launching customer

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## To do:

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Workshop date .....

Participants .....

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**The Open Innovation  
Project Canvas © TNO**

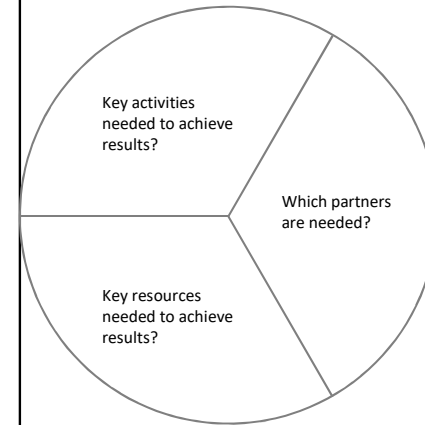
## E. Collaboration

Identify key partners

Which key activities and key resources are needed? Which partner are then needed? From across the value chain? Determine which partners are critical (in the project and beyond), and which are less-critical.

Clarify for each partner:

- Their role in the project
- What they can bring to the project
- What they want get from the project



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- Role
- Bring
- Get

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- Role
- Bring
- Get

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- Role
- Bring
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- Role
- Bring
- Get

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- Role
- Bring
- Get