Problem, Solution, Validation Impact Canvas

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A Problem, Solution, Validation Impact Canvas is a simplified visual ideation mapping canvas allowing users to identify the core Problem, Solutions and Validation actions associated their target problem area. This canvas is designed for use on entrepreneurial, startup or specific problem focused applications.

Company Name:
Team No:

Impact Canvas

Our company aims to help _____ to
_____ by _____.

Problem

What is the problem?

Describe in detail

Who has this problem?

How common is this problem?

Where/when/how does this problem occur?

Why does this problem occur?

Is it a local or global problem that must be solved?

Solution

Think of some new ways to solve your problem:

- Using a low tech product
- Using an online platform
- Using a community-based initiative or another way

Thinking about your solution – describe how it works for the user/customer.

Draw out a storyline of their journey, how do customers interact with it.

Validation

Is the problem urgent?

How many people have this problem?

Who else is trying to solve this problem? How?

Ask your target group some questions!

What do other people think of the solution?

Are they willing to buy/use your solution?

Do they think it can be made better?

What are you confused about? What are your Issues right now?

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We need mentor support (circle) :   YES   NO

We need help with (Circle):   Problem   Solution   Validation   Financials

Pitching   Technology   Team