



**SOCIAL  
INNOVATION  
COMMUNITY**

# TOOL TEMPLATE: IDEA CANVAS TOOL CARD

References:

## How to refine the idea?

Complexity: Medium

Time required: half day workshop format, for a 3-5 member team

Material required: The Ideas Canvas sheet or recreate this diagram on a large piece of chart paper or a whiteboard, pens, post-it notes

## What is it for?

An Idea Canvas is a diagram that is used to design the strategy needed to execute an idea. This tool helps the innovation contest participant to formulate their idea and prepare for the pitching session. Idea Canvas provokes team's critical thinking and helps them visualize the strategy needed to execute the idea.

## How to use it?

This is a very simple and highly effective tool consisting of nine interdependent sections that is used to define, develop and implement idea. It is organized around a series of fluid questions and relationships rather than rote instructions. It encourages team discussions around the multiple forms of value offered by the idea.

Within the Social innovation competition the facilitator needs to organize the workshop session for teams to develop their ideas into visual concepts using the Idea canvas. Set minimum 2-3 hours of your SI competition for executing this activity.

Options:

- 1) Let teams work independently on creating their Idea Canvas and refine their initial idea.
- 2) Divide teams and rotate selected judges (experts) to help the teams create their Idea Canvas. Using this method teams will gain new insights and deeper understanding of the complexity of their idea and its execution.



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## KEY PARTNERS

Who can you ask to invest their time and energy into helping your idea?

- Teachers
- Peers
- Parents
- Subject experts
- Potential customers

What can you offer them in return for their investment?

## KEY ACTIVITIES

What do you need to invest most of your time doing to execute your idea?

## KEY RESOURCES

What materials should you invest in to help develop your idea?

- software?
- physical prototypes?

## YOUR IDEA

Depending on what you're using the canvas for, this could be a:

**Project idea**

**Thesis Statement**

**Hypothesis**

**Business idea**

**Lesson idea**

**Value Proposition**

## AUDIENCE RELATIONSHIPS

What type of relationship do you want to build with your audience?

## CHANNELS

Consider different ways of presenting or distributing your idea.  
Are some ways more valuable than others?

## AUDIENCE SEGMENTS

Who is your idea for?  
What are the values and needs of this group?  
Why would this group find it valuable?

## THE COST OF YOUR IDEA

The entire left side of the canvas describes what you need to invest to get your idea off the ground. Summarize that investment in this box. This could include:

- Time investment (How much time will be required to execute this idea? How is this time best spent?)
- Human resources (Which collaborators should you invest in? How will they be compensated?)
- Monetary costs (What financial costs will your idea incur?)

## THE VALUE OF YOUR IDEA

The entire right side of the canvas explains how your idea creates value. Summarize that value in this box. This could include:

- Social value (does the idea solve a social problem?)
- Academic value (why is this intellectually interesting?)
- Monetary value (how would you generate revenue from this idea?)