



Ice House Opportunity Discovery Canvas

1. Describe the problem you want to solve.

PROBLEM

2. Describe the type of people who have this problem.

PROBLEM

3. How are they currently solving the problem?

PROBLEM

4. Describe your proposed solution.

SOLUTION

5. How will your solution be different?

SOLUTION

6. Will people pay for your solution?

SOLUTION

7. How will potential customers know about your solution?

CONNECTION

8. How will potential customers purchase your solution?

CONNECTION

9. Why will potential customers purchase your solution?

CONNECTION



NOTES

1. What have you learned and how has your idea changed in the most recent version of your canvas? Which of your assumptions were accurate and which of them have changed?

2. What are your next action steps? Who do you still need to talk to and what knowledge gaps still need to be filled? How can you test your assumptions in the real world with limited time, money, and resources?

3. Additional Analysis

