

Your Idea

- What is your idea
- Do you have a mission/vision
- What is the "big picture" goal

The Problem

- What problem is this solving
- Who is it solving it for?
- How are you fixing the problem?

Does it Exist

- Who has a similar idea? Local, Provincially, Country Wide, Globally?
- Does someone have a similar idea? How is your idea different?

Skills

- What skills or knowledge do you have to make this idea work?

Key Activities

- What do you need to do next to make your idea successful?
- What activities need to be completed to start acting on your idea?
- How do you plan to complete these activities?

Cost

- What do you have to purchase or what expenses will you have to make your idea work?
- What can you do to make money from this idea to cover some of those expenses?

Partners

- Who can help make your idea successful?
- Who has skills and /or resources that would benefit your idea?
- How does it benefit them to partner with you?

Target

- Who is this idea for?
- Who would use the idea to help solve the problem?
- What age, gender, geographical location, income level etc. would these people be?

Upload your completed Idea Canvas at www.YouLaunch.ca/contests by 9am Monday, October 1, 2018 for your chance to win a \$50 Visa gift card.

Idea Canvas

<div>Your Idea</div>	<div>The Problem</div>	<div>Does it Exist</div>
<div>Skills</div>	<div>Key Activities</div>	
<div>Cost</div>	<div>Partners</div>	<div>Target</div>