



# INITIATIVE CANVAS

## Key problem description

What is the problem we are trying to solve or opportunity to follow?

1

## How do we know if this is a valid problem?

What is the evidence of the problem?

2

## Key hypothesis we want to test

What is the assumption about solving stated problem?

3

## Key increments

What are the solutions we want to introduce to solve the problem

4

## Key Impact

Out of all the solutions, which one of them will bring the biggest business impact?

5

## How do we measure this impact?

What is the evidence that certain solution contributes to the business goals?

6

## What are the operations to introduce the solution?

How do you plan to execute it?

7

## How do you measure if your solution really solves the problem?

What are the health metrics which will prove it?

8

## Cost structure

How much time & material is needed to solve the problem?  
Aren't you spending 200k to earn 100k?

9

## Revenue streams

How do you want to test the earning power of your solution?  
How do you calculate the revenue?  
What is expected reve in 2 quarters after launch?

10