

The Innovator’s Canvas Provides A Summary While The Other Canvases and Concepts Go Deep in Each Area.

Low Risk or Validated Assumption

Med Risk or Partially-Validated Assumption

High Risk or Invalidated Assumption

THE INNOVATOR’S CANVAS

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<div>Key Resources</div> <div><div></div></div> <div>Your paragraph text</div>	<div>Metric That Matters</div> <div><div><div>Stage 1. Empathy & burning pain discovery:</div><div>Stage 2. Problem – solution fit:</div><div><div>Your paragraph text</div>Stage 3. Product – market fit:</div><div>Stage 4. The metric for scaling:</div></div></div> <div><div></div></div>		<div>Brand Promise – The Why</div> <div><div></div></div>		<div>Customer Relationships</div> <div><div></div></div>	<div>Customer Segment</div> <div><div></div></div>		
<div>Key Partners</div> <div><div></div></div>	<div>Unfair Advantage</div> <div><div></div></div>	<div>Products & Services</div> <div><div></div></div>	<div>Gain Creators</div> <div><div></div></div>	<div>Channels</div> <div><div></div></div>	<div>Gains</div> <div><div></div></div>	<div>Job to be Done</div> <div><div></div></div>		
			<div>Pain Killers</div> <div><div></div></div>		<div>Pains</div> <div><div></div></div>			
<div>Cost Structure</div> <div><div></div></div>			<div>Revenue Streams</div> <div><div></div></div>					

Your paragraph text

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[Explanation LINK](#)