**The Big Idea Canvas (BIC): In Search of a Real Opportunity**

What is your Opportunity/Problem Statement?

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| **Target Beneficiary (Customer/Client/Beneficiary):**  **(Who?) We believe that…**  Test:  Metrics:  Validated if…: | **Values/Experience/KSA/Assets:**  (Me?) We believe that…  Test:  Metrics:  Validated if…: |
| **Value Proposition-Promise:**  (pain/gain) We believe that…  Test:  Metrics:  Validated if…: | **Value Proposition-Offering:**  (How to deliver on promise? Is it adequately unique?) We believe that…  Test:  Metrics:  Validated if…:  : |
| **GAP: How Big? How Dissatisfied? How motivated to ∆?** |
| **Current Solutions (Substitutes and Alternatives):**  (how solved now? Level of dissatisfaction?) We believe that…  Test:  Metrics:  Validated if…: | **Start-Up Team:**  (Us? Who is needed to make this happen? Can you pull it a team together?) We believe that…  Test:  Metrics:  Validated if…: |

**The Big Idea: In Search of a Real Opportunity**

Idea/Opportunity/Problem Hypothesis: We believe…there is a gap. This is your best guess at the real opportunity. You have a hunch that an opportunity exists (in other words, there is an important gap between the needs/wants and current solutions) and that you can actually address it. This is the overall hypothesis we are working to affirm in order to decide if it is worth it to pursue the search for a viable business/venture model. WE NEED EVIDENCE TO ADVANCE OUR UNDERSTANDING! And this mostly exists OUT of the building/classroom.

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| **IMPACT** | **FEASIBILITY** |
| **Customer/Client/Beneficiary Hypothesis:**  We believe…  This is your best guess as to who has the need/desire, that they can be accessed and that there are enough of them to be worth pursuing the idea further.  Is it clear who the customer is? Is it clear there is an accessible beachhead? Is it clear there are enough of them to make it all worth it? What is your evidence? | **Experience/KSA/Assets Hypothesis**:  We believe…  This is the place to say Why YOU?  Do you have a deep passion for some part of this? Why?  This is your best guess that you have some sort of competence/Experience that would actually allow you to pursue this opportunity and even distinguish you from others attempting to do the same.  Do you have some special experience, abilities, skills, knowledge that allows for this? Some sort of special access to resources? What is your evidence? |
| **Value Proposition-Promise Hypothesis:**  We believe…  Think of this as a promise that the customer/client/beneficiary values. This is going to be related to relief of pain and/or a gain that is different than their current situation.  Can you clearly describe what you promise the world looks like for them if the need is met/want is satisfied? What is your evidence? | **Value Proposition-Offering Hypothesis:**  We believe…  This is your best guess regarding the solution that would deliver on the promise, meet the need of the customer/client/beneficiary, bring about the value proposed and achieve the change in behavior from how they are currently doing things. It is also your best guess that this can actually be created without any clear fatal flaws financially nor technically.  What is the offering and how does it deliver on the promise? How reasonable is it that it can be created technically without obvious financial issues? What is your evidence? |
| **Substitutes and Alternatives Hypothesis:**  We believe…  This is your best guess as to how they are meeting their needs/wants now and why this is inadequate enough where they would change their behaviors/choices.  Can you clearly describe the above? What is your evidence? | **Team Hypothesis:**  We believe…  This is your best guess regarding being able to pull together the right people to pursue this opportunity (which is not necessarily the same as the ability to run the venture).  Can you clearly describe what it will take to pursue the opportunity? Attitudes, Abilities, Skills, Knowledge, Passions etc. Can you pull together the team needed? What is your evidence? |