THE INNOVATION ECOSYSTEM CANVAS

INTERNAL STAKEHOLDERS
Board
C-Level Executives
Managers
Supervisors
Employees/Workers
Unions

CATEGORY ECOSYSTEM
Topic/Idea/Product
- Strategy
- Innovation
- Sales & Marketing
- Recruiting
- Learning
- Execution

SOURCES of INNOVATION
- Unexpected
- Incongruities
- Process Need
- Structural Change
- Demographics
- Changes in Perception, Mood, Meaning
- New Knowledge
- AI/Machine Learning
- Social Pressure

INNOVATION PLAN
- CATEGORY
- CUSTOMER
- PRODUCT
- SERVICE
- EXPERIENCE
- Jobs to be Done
- Proof Points
- Operational Changes
- Cultural Changes
- Incentives
- Training
- Delivery
- Accountability
- Predicted Outcomes
- Schedule
- Responsibilities

OPPORTUNITIES

WHAT IS OUR PURPOSE?
- WHAT'S THE JOB TO BE DONE?
- WHERE'S THE VALUE?

WHERE DO WE STAND?
- PLAN TO DISRUPT/IMPACT
- WHERE WILL WE INNOVATE?

CAPABILITY ECOSYSTEM
- Company
- Employees
- Partners
- Suppliers
- Innovators
- Community

ZEITGEIST ECOSYSTEM
- Readiness
- Education
- Activism
- Societal Trends
- Social Good
- Culture

UNMET NEEDS / JOBS TO BE DONE
- Table Stakes
- Functional Needs
- Emotional Needs
- Consumption Chain Needs
- Individual Needs
- Business Needs
- Status Needs
- Social Impact Needs
- Inspirational / Spiritual Needs

CUSTOMER ECOSYSTEM
- Key Segments
- Hotspots
- Influencers/Thought Leaders
- Media
- Social

MESSAGE
- Ethos
- Pathos
- Logos

WHAT WILL WE WIN?
- WINNING CAPABILITIES
- EFFECTIVE EXECUTION
- VISIBILITY
- AUTHENTICITY

WHERE WILL WE INNOVATE?
- GEOGRAPHY
- INDUSTRY
- CATEGORY
- IDEA/CONCEPT
- CUSTOMER SEGMENTS
- NARRATIVE
- DELIVERY

WHAT CAN WE LEARN?
- Key Segments
- Hotspots
- Influencers/Thought Leaders
- Media
- Social

SOCIAL MEDIA ANALYSIS
- INBOUND
- OUTBOUND

COST/BUDGET
- TOTAL FINANCES
- TOTAL INVESTMENT
- TOTAL REVENUE
- TOTAL GROSS PROFIT
- TOTAL CASH FLOW

BRAND EQUITY
- VALUE FOCUS
- VISIBILITY
- AUTHENTICITY
- WHAT CAN WE LEARN?

TYPES of INNOVATION
- Business Model
- Network
- Structure
- Process
- Product Performance
- Product System
- Service
- Channel
- Brand
- Engagement

DEVELOPMENT
- VISIBILITY
- AUTHENTICITY
- WHAT CAN WE LEARN?

DEVOTEES
- Key Segments
- Hotspots
- Influencers/Thought Leaders
- Media
- Social

VALUE FOCUS
- Visibility/Awareness
- Operational: time to launch / ship
- Interception
- M&A evaluation
- Measure IP impact

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