

CONSUMERS

Who are your main consumer segments?

PARTNERS

Who are your main partner segments?

PRODUCERS

Who are your main producer segments?

CONSUMER NEEDS

What are the core needs of your consumers?
Why do they need your platform?

PARTNER NEEDS

What are the core needs of your partners?
Why do they need your platform?



PRODUCER NEEDS

What are the core needs of your producers?
Why do they need your platform?



ADDRESSABLE MARKET

What is the Total Addressable Market (TAM) and the Served Addressable Market (SAM)?

MISSION

How do you want to be perceived by your stakeholders?

KEY ACTIVITIES

What are the main value adding activities you provide as a platform?

MONETIZATION

How do you want to earn money (Who, How)?

CORE VALUE

What is the core value your platform orchestrates between the stakeholders

KEY RESOURCES

What are essential resources you have to develop, integrate or connect?



PLATFORM IDEA CANVAS v3.0



Part of the Platform Innovation Kit - the toolset for the platform generation
Download at www.platforminnovationkit.com

TITLE



IDEA

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