

The Idea Assessment Canvas

designed for

rated by

date

Does the idea fit to the scope of the brainstorming session?

Please check

yes no

Is the potential of the idea large enough compared to the aspirations?

Please check

yes no

Total score (max. 50)
Sum of the 5 elements

Identity



How consistent is the idea with the current identity of the organization?

- viewed by the people in the organization
- viewed by others

CATEGORIES

- customer segment
- customer value proposition
- distinct capabilities
- brand
- purpose
- culture
- heritage

10 high
9
8
7
6
5
4
3
2
1 low

Reality



How well is the idea going with the existing capabilities of the organization?
How well is the idea supported by external trends and influences?

- max. 1-2 capabilities missing

CATEGORIES

- existing capabilities
- missing capabilities
- external factors and trends

10 high
9
8
7
6
5
4
3
2
1 low

Creativity



Is the idea unique?
Is the idea bridging opposing value drivers?
Does the idea go against established industry standards?

CATEGORIES

- against established beliefs and standards
- bridging opposing value drivers

10 high
9
8
7
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3
2
1 low

Clarity



Is the idea focussed on improving the value proposition?
Does the idea clarify how you will operate in the market?
Is the idea easily communicated ?

CATEGORIES

- improving value proposition
- market strategy (pioneer, protector, compete or collaborate)
- short mantra or slogan

10 high
9
8
7
6
5
4
3
2
1 low

Superiority



Is the organization set up for pursuing the idea?

CATEGORIES

- CEO or board support
- dedicated team
- right resources
- all processes available (internal and external)
- avoiding friction in the existing organization
- no collisions with the old initiatives
- enabling steep learning
- envisioned the success

10 high
9
8
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