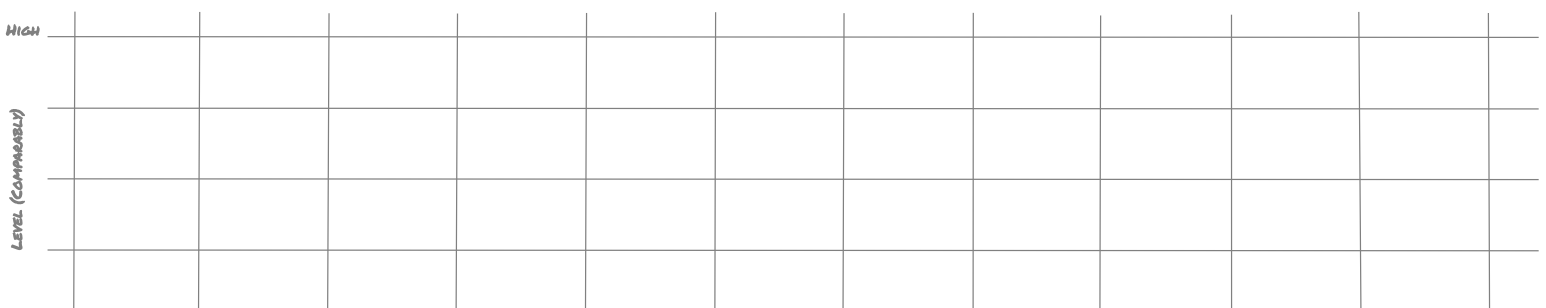
Innovation Strategy Canvas



Product
Making a difference

Market Dominance: Does the company dominate the market through special product or service features?

Simplicity: Are the company's products significantly simpler and more user-friendly?

Unique Position: Has the company developed unique value propositions that make products a must-have for customers?

Niches: Has the company designed products to address niche markets in a way that others cannot?

Product System
The whole is more than its parts

Additional benefit: Has the company designed products in such a way that they have an increased or additional benefit when used together?

Partial Products: Has the company broken down its products into complementary sub-products in such a way that they can be sold individually at a higher profit?

Partners: Can the company's products be used in conjunction with those of other (partner) manufacturers to increase benefits?

Networking
Jointly creating more value

Originality: Is the company's business model based error enhanced by unusual partnerships?

Integration: Does the company network suppliers and customers in a particularly clever way, e.g. for the development, testing or marketing of products?

Reciprocity: Does the company and its partners develop mutual advantages through the networking of brands, channels, etc.?

Structures
Designing organization and resources

Organizational Form: Does the company achieve competitive advantages through unconventional forms of organization or structures?

Operating Resources: Does the company use resources in a significantly different way compared to the competition (e.g. through unusual interdisciplinarity)?

Key Players: Is the company increasingly looking for and recruiting key players or high potentials for certain areas?

Processes
Doing it repeatably better

Skills: Does the company expand its own special skills (agility, parallelization, ...) to gain a competitive advantage?

Differentiation: Has the company differentiated methods and processes substantially and possibly even secured them with patents?

Optimization: Has the company significantly improved its own cost structures or the need for working capital compared to the competition through process improvements?

Innovation Culture
Creating space for innovation

Vision: Can the vision of the company be clearly described? Is it shared and practiced in the company?

Epistemic Thinking: When making decisions, does the company noticeably consider the effects beyond the narrower context?

Agility: Has the company developed procedures and structures that enable it to make decisions value-driven and iteratively?

X-functionality: Are projects built on a stably broader foundation across departments and hierarchies in the company?

Revenue Model
Making money

Margins: Does the company design its business model differently than the competition with significantly higher or lower margins?

Cost Structure: Does the company work with noticeably different cost structures than its competitors?

Income Streams: Does the company design the payer-user relationship differently? Does it generate unusual income streams?

Working Capital: Does the company reduce the required working capital through special measures (factoring, ...)?

Distribution Channels
Finding the best route to the customer

Alternatives: Does the company use most sales channels that are unusual for the industry?

Customer Experience: Does the company combine different channels synergistically to improve customer experience?

Partners: Does the company use customers, partners or maybe even the competitors to sell its products?

Ambassadors: Does the company systematically turn enthusiastic customers and users into ambassadors?

Service
Securing additional value

Access: Does the company expand its service, e.g. through easier access, into a differentiating feature?

Warranties: Does the company complement its offerings' value with warranties and overseas design in a way that enhances perceived value?

Customer Experience: Does the company design necessary services in such a way that they create a particularly positive customer experience?

User Expertise: Does the company use the expertise its products' users to improve service quality?

Brand
Leaving a lasting impression

Brand Experience: Does the company create a more impactful brand experience than the competition?

Identity: Is the company developing its brand into an identity-creating feature for customers or partners?

Differentiation: Does the company 'leverage its own brand as a differentiator with partners, suppliers or customers?

Brandwidth: Has the company expanded its own brand across a wider range of business areas than the competition?

Customer Involvement
Becoming part of the customer's life

Identity: Have the products developed an independent identity in the customers' perception, creating a desire to interact with them?

Everyday Life: Have the company's products become part of users' everyday work or life?

Simplification: Has the company increased customer engagement by simplifying complex products and services?

Style: Are the company's products displayed as part of theirs users' lifestyle?

Sustainability
Doing good

Resources: Does the company specifically minimize energy and resource consumption by changing product or service features?

Durability: Does the company take active measures to extend the life cycle of its products (e.g. modularization, update ability)?

Conflicts: Does the company avoid questionable sources of raw materials or working conditions by proactively changing practices?

Purpose: Does the company design its products to pursue a greater good for customers and society?

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