

Why

- **Innovation requires:**
 - **Creativity**
 - **Thorough execution of a learning project**
 - **Validation of a business model**

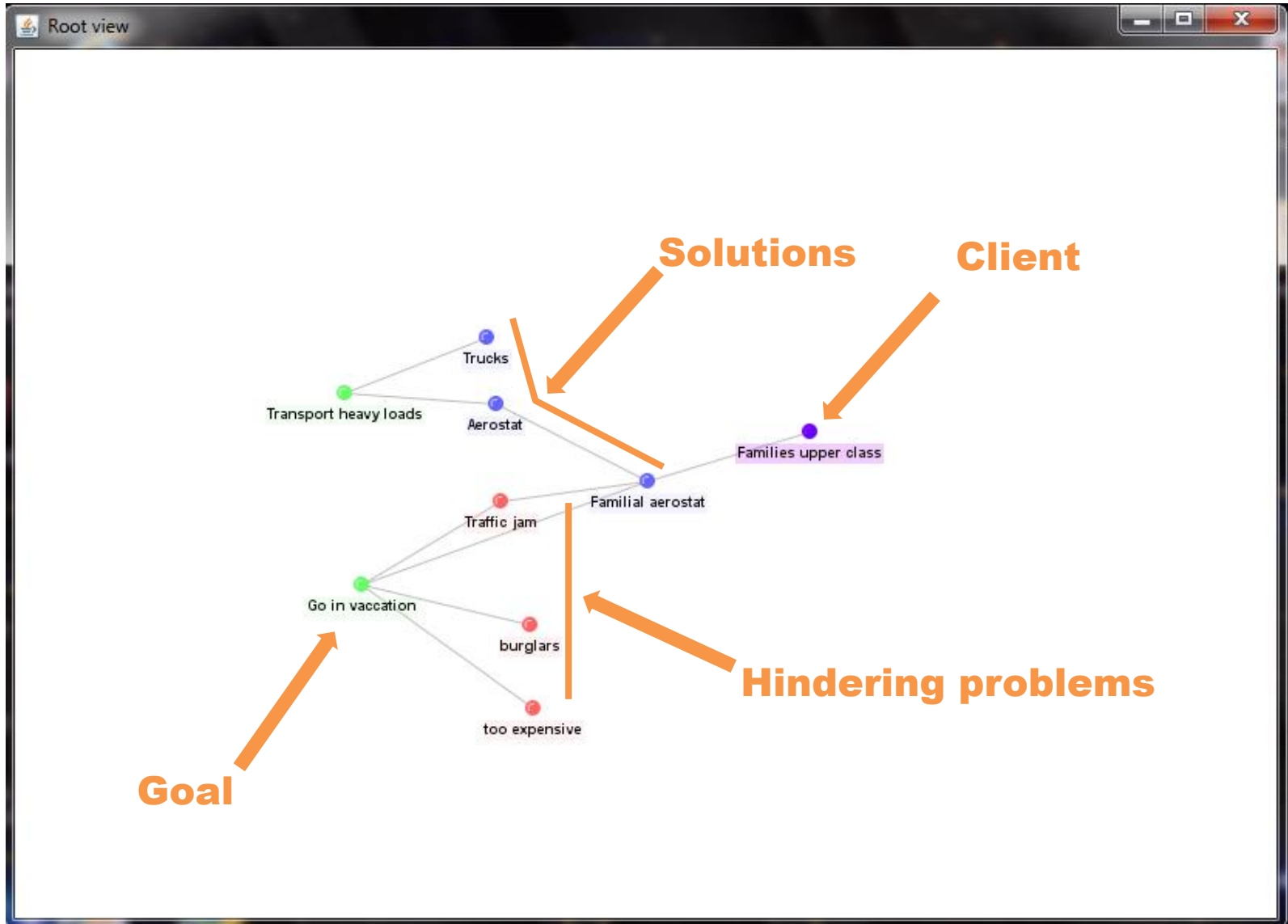


What can you do?

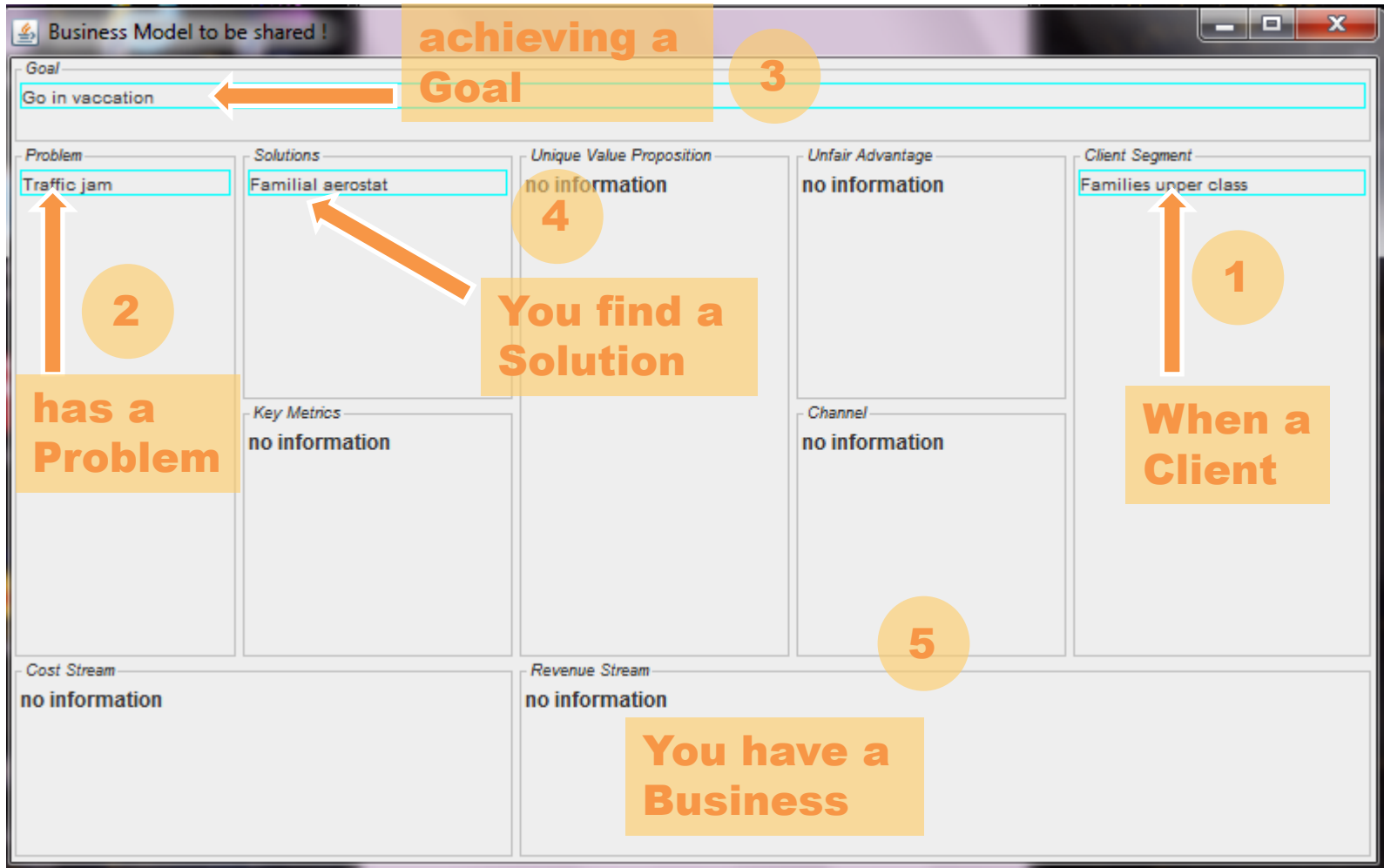
- **Manage creativity around basic concepts**
 - **Goal**
 - **Problem**
 - **Solution**
- **Link to business**
 - **Customer segment**
 - **Business Model**
- **Manage business model validation in a lean canvas**
- **Will help manage backlog for realization**



What can you do?



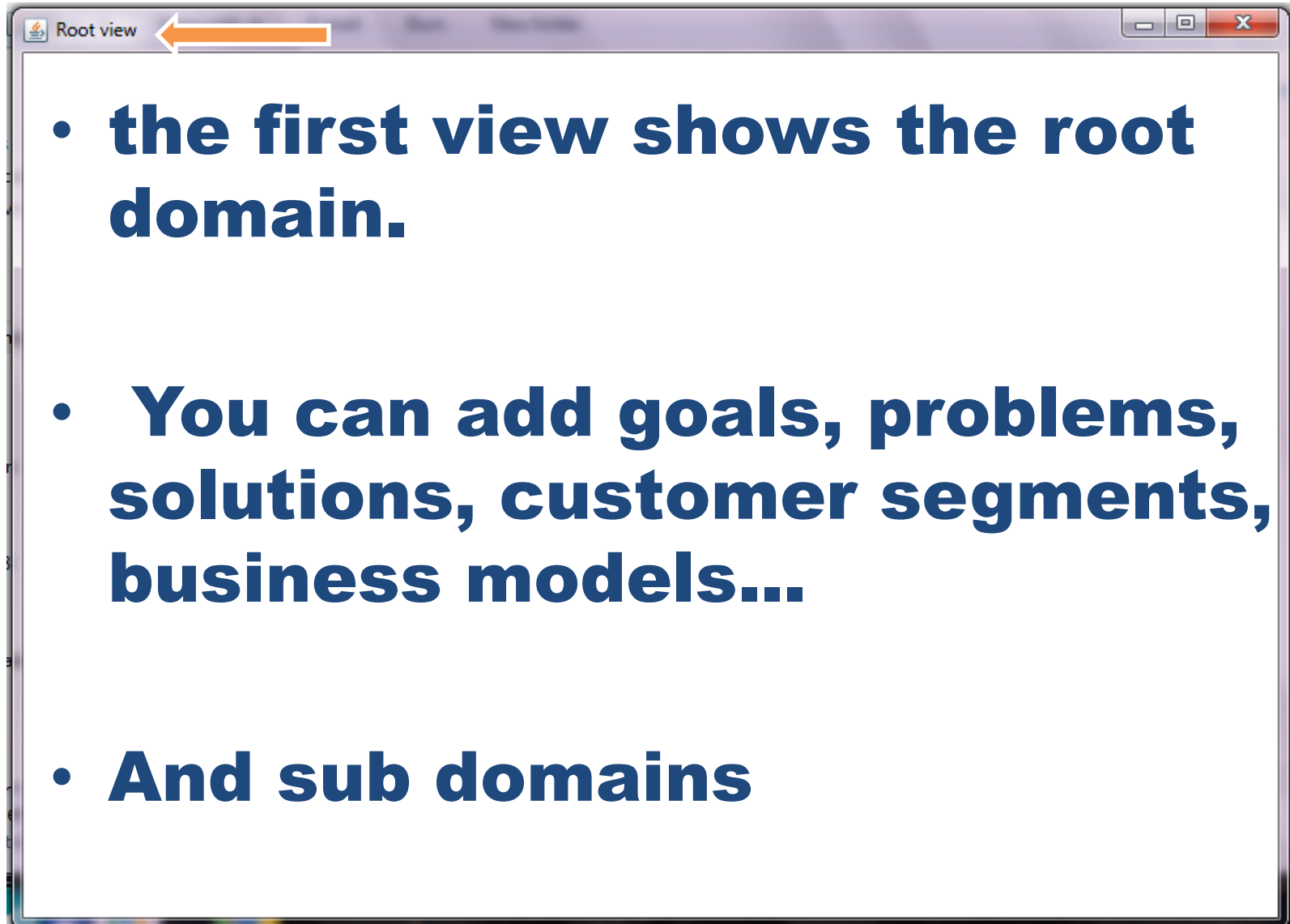
What can you do?



- **Validate business model and establish a learning strategy**



Root view



The image shows a screenshot of a software application window titled "Root view". The window has a standard Windows-style title bar with minimize, maximize, and close buttons. An orange arrow points to the title bar. The main content area of the window contains a list of three bullet points in bold blue text:

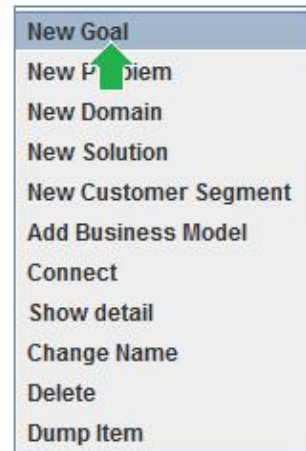
- **the first view shows the root domain.**
- **You can add goals, problems, solutions, customer segments, business models...**
- **And sub domains**

In the bottom right corner of the window, there is a small circular diagram with five nodes connected by lines. The nodes are labeled: "Goal" (green), "Solution" (blue), "Business" (yellow), "Person" (purple), and "Problem" (red).



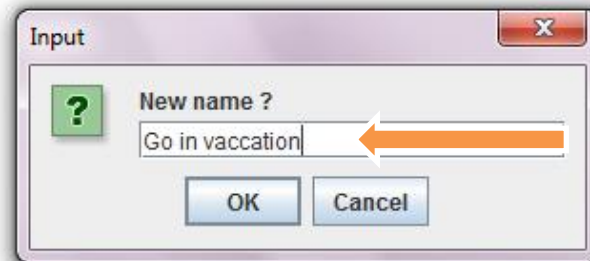
Add a goal

- **Click right to get pop up menu**
- **Choose 'New Goal'**



Set object name

- **Add the goal name in the dialog box**

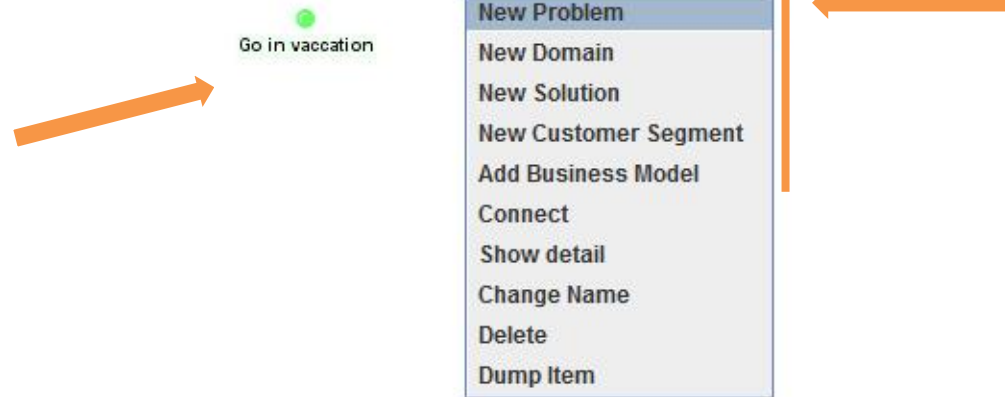


- **And press OK or Enter**



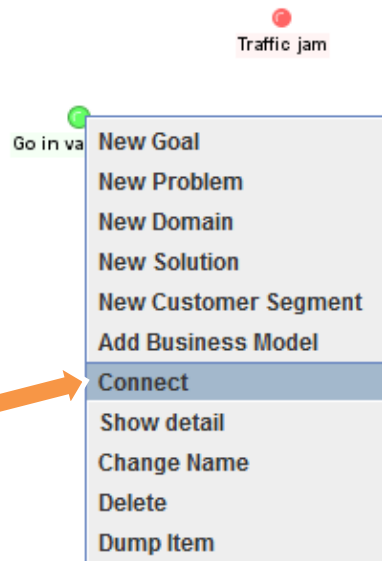
Create other elements

- Use the same sequence to create Problems, solutions...



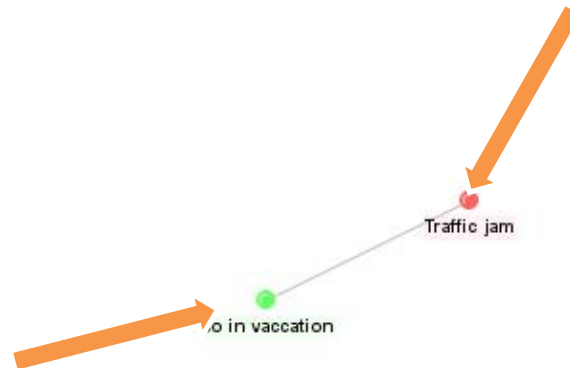
Connect elements

- **Once created you can connect elements together**



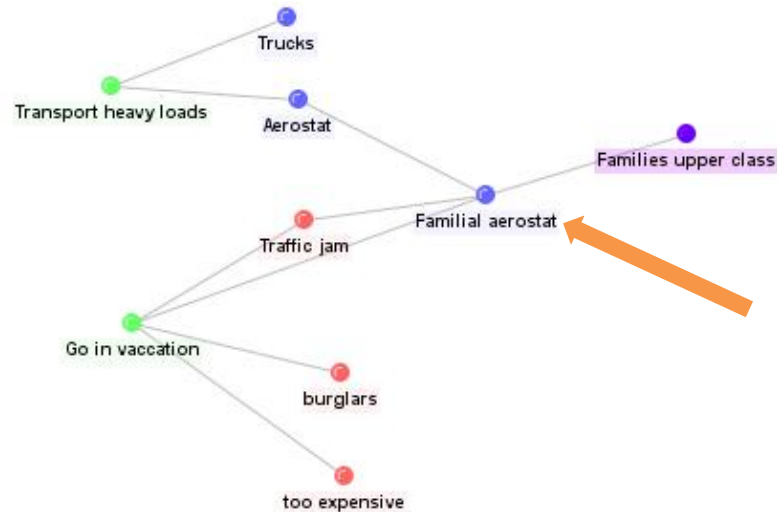
Connected elements

- **Any type can be connected together**

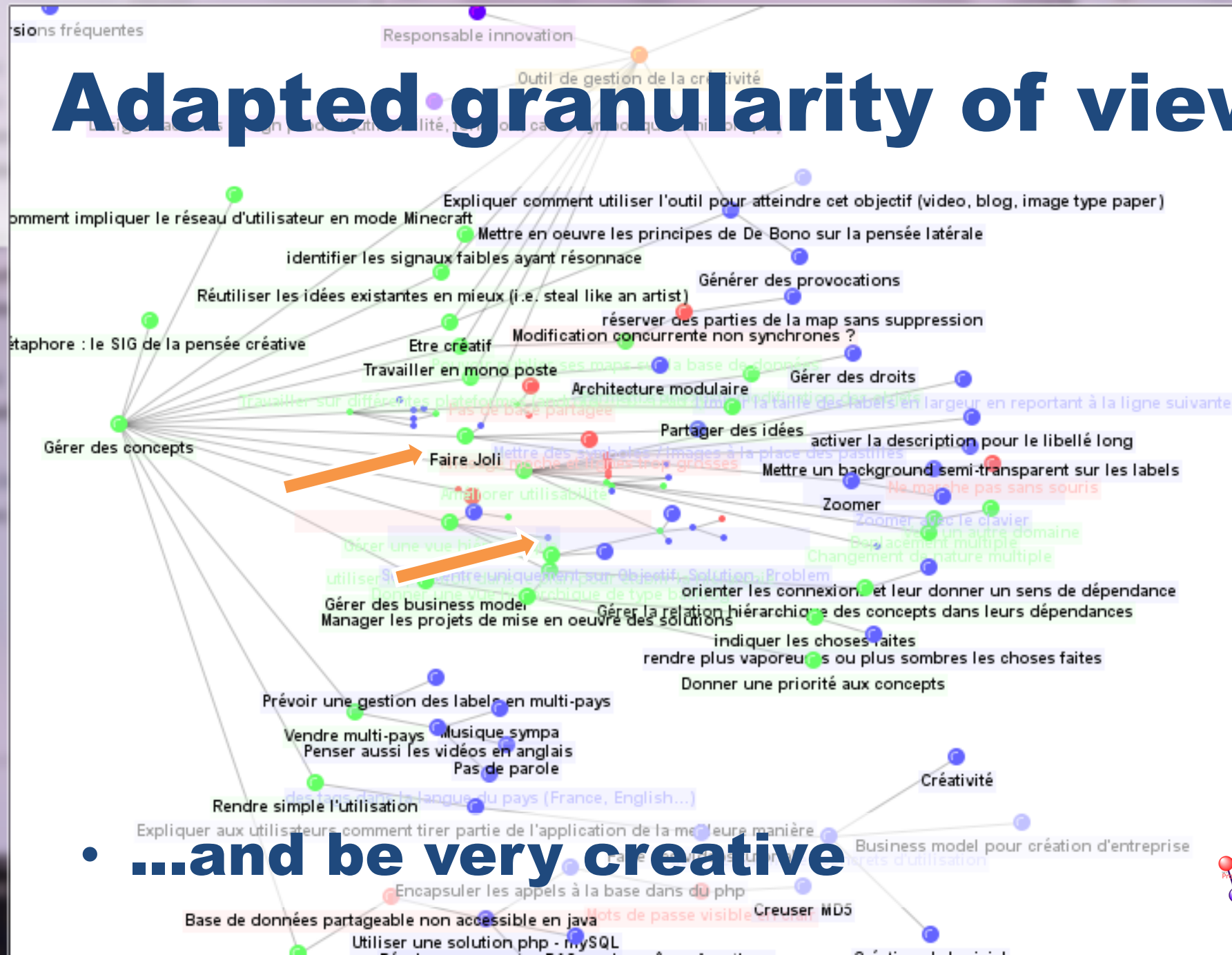


Networks

- You can build complex networks of ideas



Adapted granularity of view

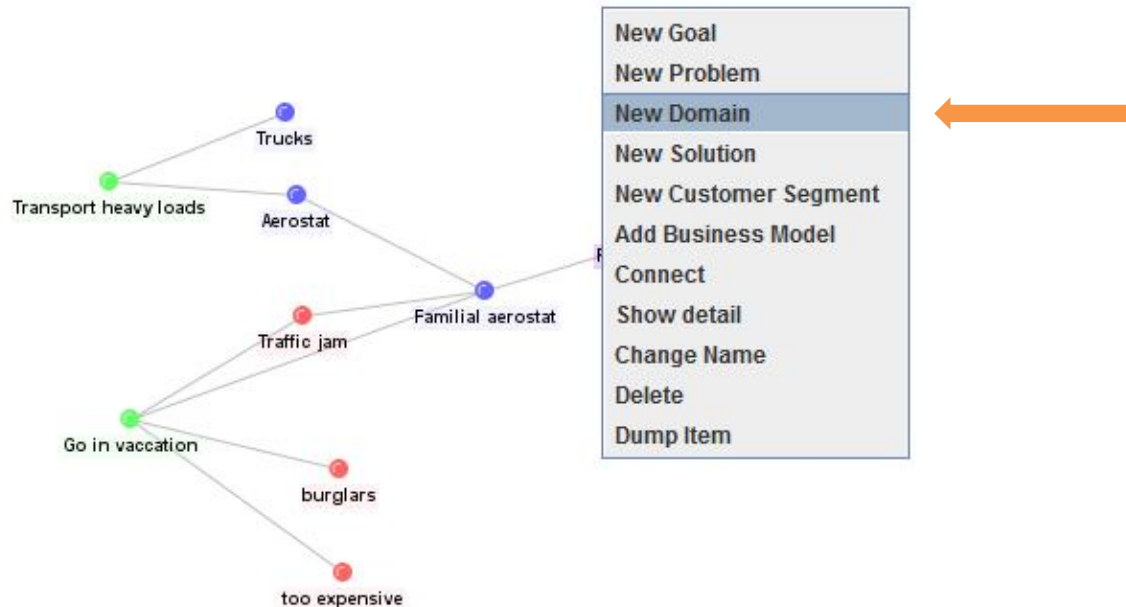


• ...and be very creative



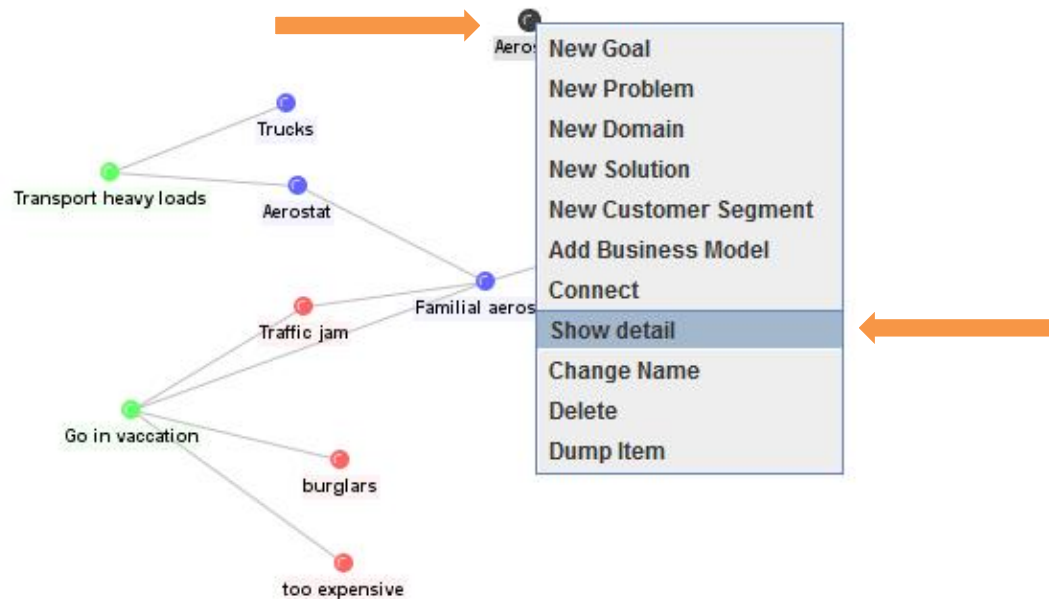
Domains

- **which means, we need a bit of organization like domains**

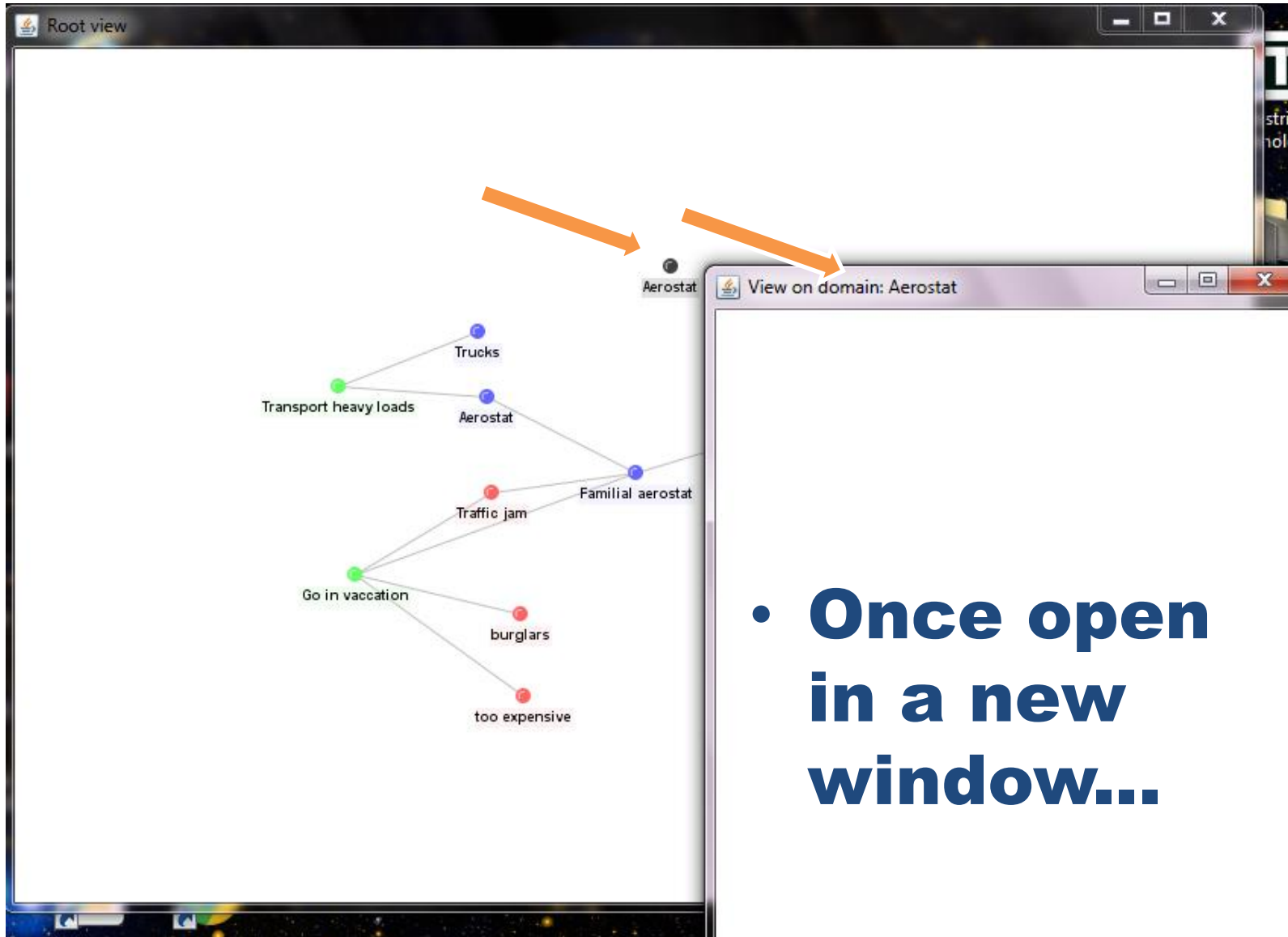


Inside domains

- **...you need to open the domain with 'show detail'**



Each domain a window

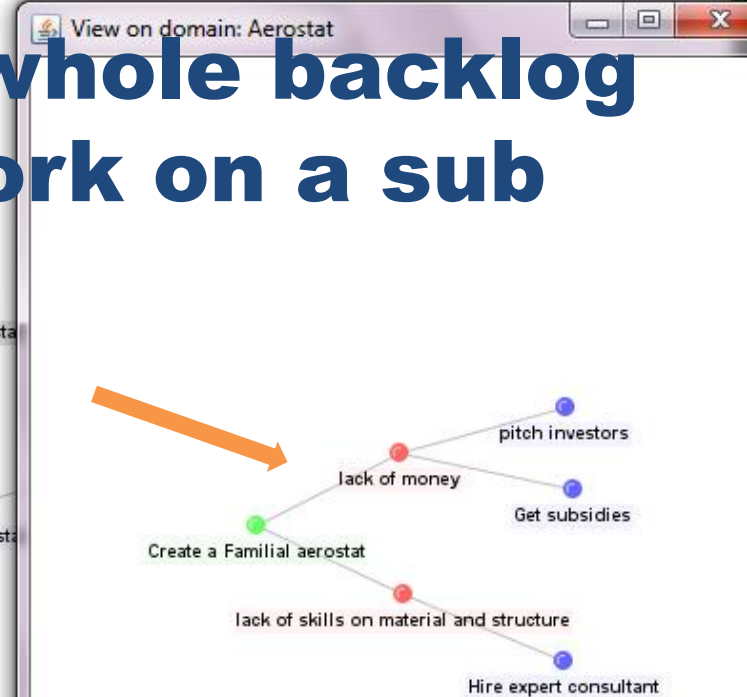
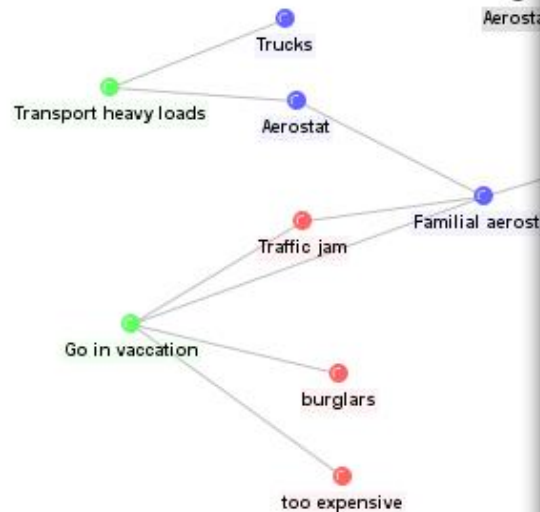


- **Once open in a new window...**



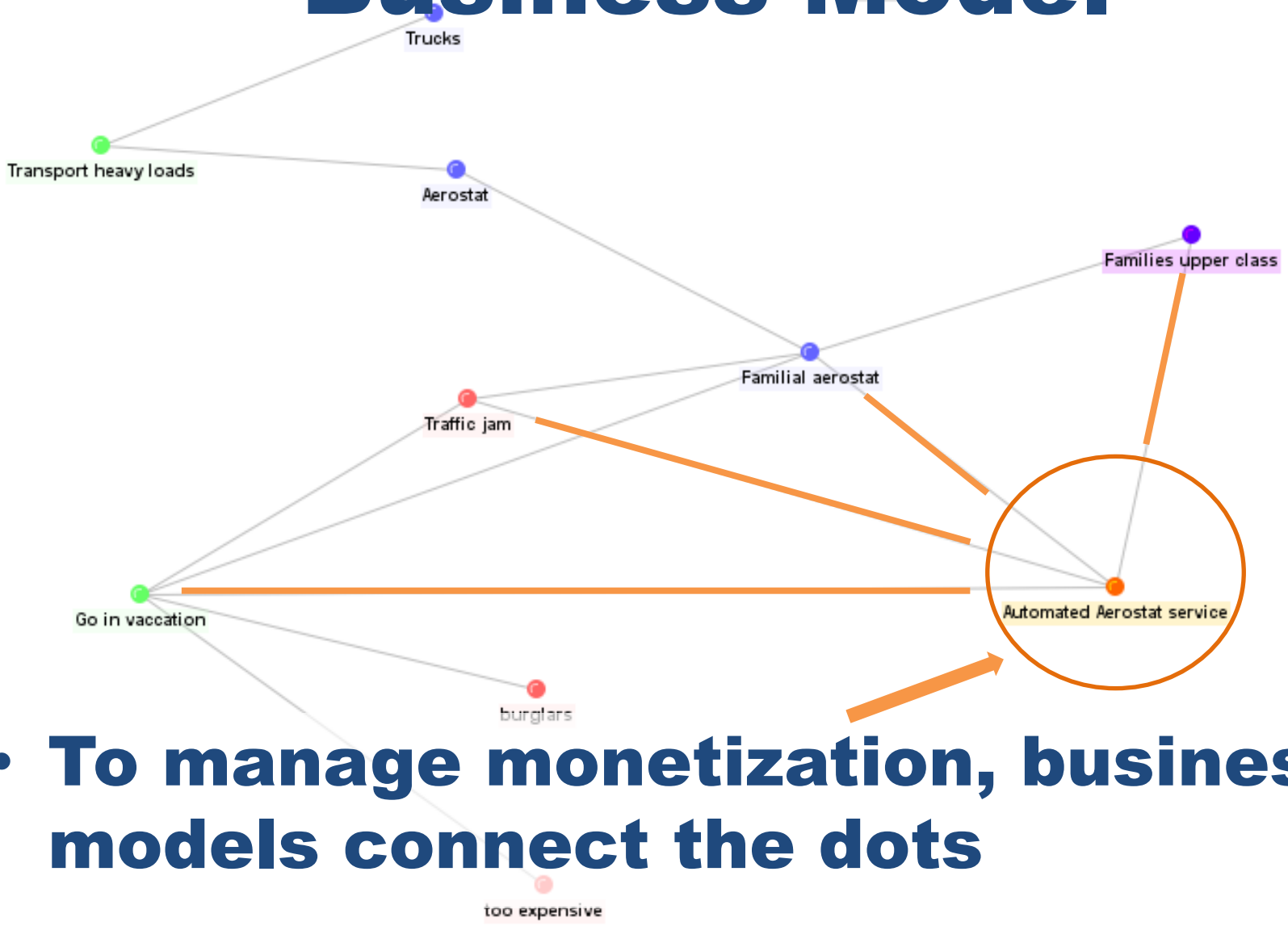
Filling domains

- ...you can add whole backlog of tasks and work on a sub item





Business Model



- **To manage monetization, business models connect the dots**



Details for Business Models

Business Model to be shared!

Goal
Go in vacation

Problem
Traffic jam

Solutions
Familial aerostat

Unique Value Proposi...
no information

Unfair Advantage
no information

Client Segment
Families upper class

Key Metrics
no information

Channel
no information

Cost Stream
no information

Revenue Stream
no information

- **A lean canvas helps you to steer your learning acquisition into your validated business model**

Root view

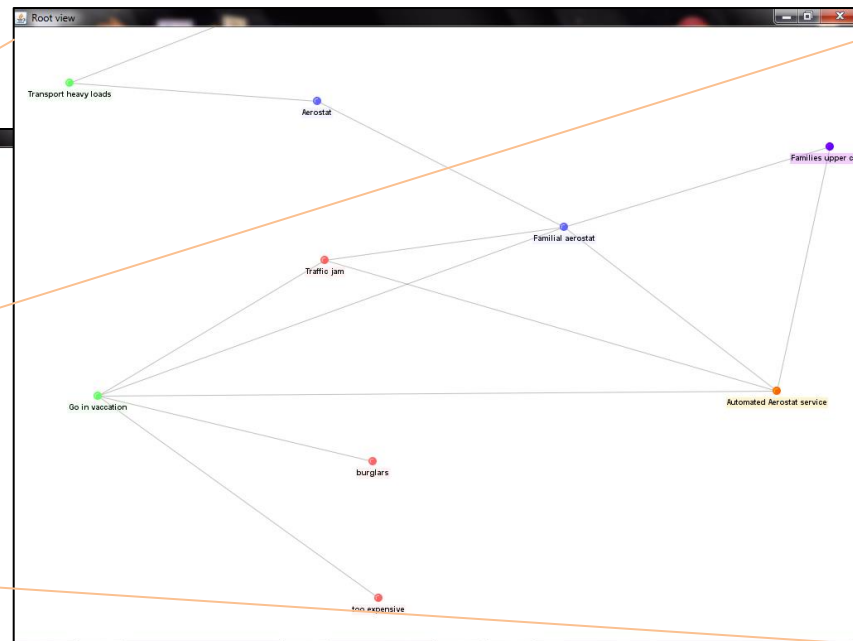
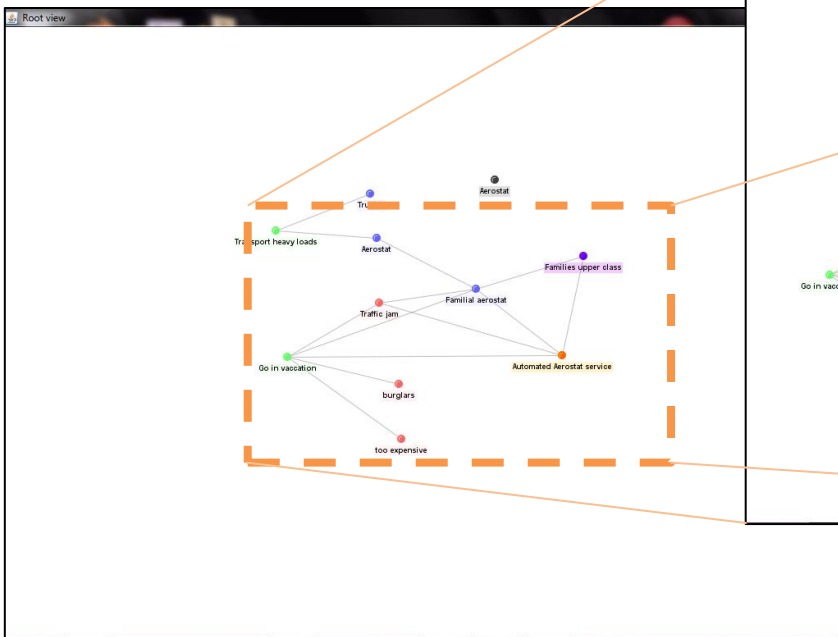
Automated Aer

- New Goal
- New Problem
- New Domain
- New Solution
- New Customer Segment
- Add Business Model
- Connect
- Show detail
- Change Name
- Delete
- Dump Item



Navigation

- **Click and it turns to the center of the view**
- **Change the mouse wheel and it zooms in or out**



Enjoy your ride !

- **Send your comments to**

feedback@xuarig.fr

