

ICE HOUSE OPPORTUNITY DISCOVERY CANVAS

<p><i>Describe the problem being solved or need being fulfilled</i></p> 	<p><i>Describe your idea for a product or service</i></p> 	<p><i>Describe solutions currently available</i></p> 
<p><i>How is your product or service different?</i></p> 	<p><i>How many people have this problem?</i></p> 	<p><i>How will you reach potential customers? (marketing & sales)</i></p> 
<p><i>Why will your customers buy your product or service? (What is your brand?)</i></p> 	<p><i>How will your customers buy your product or service? (Online, through partnerships with existing business, standalone store)</i></p> 	<p><i>How can you test these assumptions in the real world? (quickly and cheaply)</i></p> 