

# TECH INNOVATION CANVAS

Brand & Product Name

Brand DNA



Consumer Insight

Product Promise

KEY  
TECH DESIGN  
STRATEGY

KEY  
TECH DESIGN  
STRATEGY

KEY  
TECH DESIGN  
STRATEGY

Supportive Tech Design Strategy  
fortifying the key Tech Design Strategy

Supportive Tech Design Strategy  
fortifying the key Tech Design Strategy

Supportive Tech Design Strategy  
fortifying the key Tech Design Strategy

Which Tech Recipe for Success do you use?

☐

Force Fit Benefits

Create value by combining two Tech Design Strategies that are difficult to unite. For example, B11 Elevate Performance and B23 Reduce Footprint. In addition, use a Tech Design Strategy to mitigate resistance, solving the most important reason why people would not adopt the product.

☐

Reinforce Benefits

Create value by combining two Tech Design Strategies that naturally reinforce each other. For example, B22 Lengthen Lifespan and B23 Reduce Footprint. In addition, use a Tech Design Strategy to mitigate resistance, solving the most important reason why people would not adopt the product.

☐

Flip Resistance

Create value by solving drawbacks of an existing situation, hereby flipping resistance into a desirable benefit. For example, using R2 Preserve Data Privacy and R3 Transparency to make your product the most trustworthy offering.

☐

Our Own Recipe