



# INSTRUCTIONS FOR THE STARTUP CANVAS

The instructions will guide you through the main steps of the Startup Canvas. If you have any questions, please ask the facilitators of the Design Thinkers Academy.



## START

### Divide member roles

Start with dividing the roles from the toolkit.



### Check your role description.

What is your role about?



### Brainstorm

#### What are your values?

What is important to you?  
What are your most important intrinsic values and positive characteristics?

What makes someone a real hero? What makes you happy?  
Write down what ever comes to mind in keywords on post-its.  
One keyword per post-it.

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## CULTURE

Your group will start a company.  
What kind of people are you hiring?  
How do people behave? What do you see? What does your workspace look like? What is the atmosphere like?

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## SHARED PURPOSE

Why do you do what you do?  
Use the most central keywords to write a shared mission and express your vision by producing a quick visualization.

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## VALUE MAP

Start mapping and organizing all the values in your group on the Value map (Look at the Startup Canvas).  
Decide together which value is more central than others.



Take one challenge from the toolkit and choose a persona.

Start dividing the tasks.

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**Entrepreneurs & Target users / Customer group**  
**In the next steps you will be divided into two groups.** The entrepreneurs will follow the steps starting at the top left part of the next instruction sheet and work on the left part of the start-up canvas. The target users will follow the instructions that start at the top right part of the next instruction sheet and work on the right side of the start-up canvas.

**GO TO NEXT INSTRUCTION SHEET**

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ENTREPRENEURS

## ORGANIZATION

Thinking 10 years ahead.  
Choose the structure to organize your company and explain how this fits with your mission and the culture of your company.  
Are you pyramid shaped, hierarchical? Are you a network organization? A hybrid?

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## BUSINESS ENVIRONMENT

Which Brands would you ideally like to have as partners or stakeholders in your eco-system?  
Map them in the cloud.

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## INCENTIVE AND KPI's

Translate your mission and values into incentives. Monetary and non-monetary.  
How are you going to motivate and empower your employees and stakeholders?

## PREPARE YOUR PITCH!

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## M.V.P. OF THE PRODUCT/SERVICE

Create the Minimum Vialable Product prototype of your product/service

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## SERVICE SCENARIO

Visualize the use scenario of the service as a storyboard.

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## VALUE CO-CREATION

**The two groups join together to co-create the value proposition.**  
How do you co-create value with your customers? In other words: How do you help your customers reach their goals?

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TARGET USERS

## PERSONAS

Sketch the persona who is going to be the target user for your product/service. Why would she/he use an offering provided by this company? How does she/he achieve her/his goals now? Through what service/products/organization?

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## VALUE MAP

What should the company help the customer achieve?  
Which values should the company create for the customer?

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## DESIRED TOUCHPOINTS

Name the touchpoints and channels you would like to have throughout the experience of the service. Explain why you would like to have those.