

The Innovation Lab Canvas

Designed for:

Designed by:

Date:

Version:

Strategy and Structure

innovation ambition	core (existing)	adjecent (new to you)	transformational (new to the world)	
innovation topic	pre-defined	to be identified		
number of innovation topics	single	multiple		
innovation focus	product innovation	service innovation	business model innovation	
strategic innovation trigger	fast product innovation track	agile structures	lean startup thinking	digital transformation

Process and Execution

location	at company site	3rd party location	pop up lab	virtual
lab duration	6 weeks	3 months	6 months	ongoing
continuity	one time	repeated		
process guidance	fully guided including innovation services	semi guided (coaching & sparring)	lab consulting	
branding	company branded	new dedicated brand	co-branding with partners	
openness of participation	functional team	cross-functional team	consumer, user & expert integration	ecosystem -innovation (e.g. partners, cross-industry, univ.)

People

selection process	application process	invitation only		
teams	single	multiple		
team competition	competetive	non-competetive		
education	participant level	management level	company level	

Exploitation and Financing

output implementation	integr. in existing organization and processes	internal venture	new startup	3rd party implementation
payment	project fee based on effect	membership fee	license model/share of turnover	equity model

