



BIG BET CANVAS.

N A M E

ILLUSTRATION

BIG BET NAME

VISION STORY

2 – 3 SENTENCES ON OUR VISION FOR THIS BIG BET.

IDEAS

HOW WILL WE BRING THIS IDEA TO LIFE?

CUSTOMERS

WHO ARE OUR STAKEHOLDERS FOR THIS BIG BET?

THE SIGNPOSTS

WHAT TRENDS CAN WE OBSERVE THAT WILL TELL US IT IS TIME TO COMMIT?