

The InoVet.it Canvas (Interact/Interface)

The screenshot displays the InoVet.it Canvas interface, which is a structured form for documenting an innovation project. The form is organized into several sections:

- Background/Conditions:** A large text area at the top left for providing context.
- Motivators:** A text area below the background conditions.
- Project Idea/Description:** A large text area on the right side.
- Project Details:** A central section with fields for:
 - Project name
 - Innovator's Name
 - Team or individual completers
 - Number of canvas iterations (First Iteration 1, Revision 1 (1, 2, etc.))
 - Initial & Stage(s) First number 1-5 (See below)
- Problem/Question:** A text area at the bottom left.
- Customer/Group:** A text area at the bottom center.
- Timeline/Conclusion:** A text area at the bottom right.

At the bottom of the form, there is a Creative Commons License logo and a small text line: "InoVet.it Canvas is licensed under a Creative Commons Attribution NonCommercial NoDerivatives 4.0 International License." The InoVet.it logo is also present in the bottom right corner.

Project Idea/Description: This is the place where the entrepreneurial cause is expressed. The innovator details and communicates their idea in the form of an introduction to the world. In this section, the innovator establishes a framework for how the project will work and the potential economics (if known) of the project. This description should be distinguishable from one's mission (if it exists). The innovator must also declare the perspective from which they would like to be evaluated: ideation, viability, organization of proper assets to execute, planning strategy for execution, or communication strategy to proper stakeholders.

Background/Conditions: This is an important foundation to establish because it represents the core reasons why the idea or project, more so than the innovator, exists. While the innovator's passion and initial assets are important, the conditions that led to the development of the idea are equally salient. The foundation provides the proper context from which one must search for complimentary components. This *a priori* condition provides some rationale behind the innovator's alertness, orientation, and/or opportunity recognition.

Motivators: In this area, the innovator must summarize entrepreneurial activities that begin with their utility-maximizing choice. That choice should have an expressed expected value under noted risk and be moderated by unique maximizers. Unique maximizers can be infinite but samples may include maximizers like social good, income, control, authority, innovation, autonomy, economic independence, to name a few.

Problem/Question: Ideally every innovator should start by addressing a problem or answering a question. Idealism rarely exist in entrepreneurship; thus each innovator should be more explicit in linking said problems/questions to specific jobs-to-be-done by potential customers. This is a hypothesis-driven issue where the innovator should have a communicable expectation of the outcome prior to experimentation.

Customer/Group/Customer Segment: Implicitly most innovators over generalize their target customers/groups. It is important that each innovator views the customer/group in the "as-is-state" rather the "adoption-state." The targeted customer persona should include enough descriptive details to establish a future set of value propositions based on the potential customers' "as-is-state."



Treatment/Solutions: Innovators must identify existing barriers to the potential customer building a solution themselves to determine if the offering is a treatment or solution. The innovator must also be able to describe in this section with detail what the potential customer will be able to accomplish in the “adoption state” of the proposed treatment/solution.

Note: The goal of using the InoVet.it Canvas with feedback is to crowdsource entrepreneurial support by creating a process and common language for innovators; promote collaborative decision-making; and reduce time barriers. Using six key variables, the InoVet.it Canvas is designed to enhance the innovator experience (InX) and accelerate ideas by improving the quality of entrepreneurial communication and feedback.