



Opportunity Foresensing Canvas

The opportunity summary ...

Observing

Your data: List the most critical factors you have observed about the opportunity domain of interest to you.

Organising

Your insights: Refine your observations into patterns and insights. What is happening in this opportunity domain?

Originating

Your point of view: Convert your thinking into a novel point of view. List any interesting, emerging possibilities.

Foresensing

Your best hunch about what novel product-service might form the basis for a new and compelling value proposition.

Your key learning from this process ...





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