BlueBox POC Canvas

	Assumptions	Measured values / KPI's	Learnings
Customers / Market (desirability)			
Business Model / Profitability (viability)			
Technology / Feasibility (feasibility)			
Fit for my Company (strategic fit)			

Customers / Market
Who is my customer? Who are the early adopters? What are the needs and pains of my customers?

Business Model / Profitability
How can I make money? How can I scale the business? What margins do I have? What price can I charge?

Technology / Feasability
Is it technologically feasible? Which skills are required? Are the realization partners known?

Fit for my Company
How can we generate value for the company (employer)? How can we benefit form the company (e.g. assets, resources)?

Assumptions
I think [Person X] will [perform Action Y] to [reach Outcome Z].

Measures values / KPI's
[X Customers] can be won within [Period Y]. The acquisition costs are [Z].

Learnings
What lessons can you learn from this? What can be improved?