

ROI Sketch Canvas – for Innovation Projects

This canvas helps SME teams reflect on the return-on-investment potential of a prototype or innovation initiative. Use it after testing to sketch the early value, effort, and strategic relevance of your idea.

Canvas Field	Your Input
Who Benefits?	Who will benefit from this innovation (e.g. internal team, customers, partners)?
What's the Value?	What value does it create (e.g. saved time, reduced cost, improved satisfaction)?
What's the Effort?	What resources, time, or money are needed to implement it?
Evidence or Data?	Do you have early proof or indicators (quotes, metrics, feedback)?
Strategic Fit?	How does this support your business goals or KPIs?

Sketch your ROI story before building a full business case.