

The Food Innovation Canvas

Company name & Location/country:

Date:

Role in company & Name:

Main Business and Functions	Key Activities	Key Partners/Collaborators	Customer Segments	Sustainability
	Key Resources		Channels	
Main type of Innovation within the company			Dream Team (Think big!)	

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CASE STUDY

What is Innovation for You?	AIM of the Innovation?	Describe how the project/activity was approached and preformed.	Was the outcome/result expected? Why/why not?	Could something have been done differently? If YES, what could have been done differently and why?
	What did you do?		Was the outcome/result a success? Why/why not?	
Useful Recommendations			Additional Reflections	