

Ohio STEP Innovation Canvas



STEP 1:
DEFINE,
IDEATE, AND
RESEARCH

Problem

**Target
Customers**

Solution

**STEM
Research**

STEP 2:
DEVELOP AND
REFINE

Competitors

**Value
Proposition**

**Expected
Revenues**

Costs

**ASSESS
and
ITERATE**

STEP 3:
PROOF OF
CONCEPT

STEM Commercialization

STEM Business

STEP 4:
COMPETITION
OPTIONS

**Summary Plan
and
Pitch Video** 

**Full Plan
and
Pitch Video** 