

# ICE HOUSE OPPORTUNITY DISCOVERY CANVAS

*Describe the problem you want to solve.*



*Describe the type of people who have this problem.*



*How are they currently solving the problem?*



*Describe your proposed solution.*



*How will your solution be different?*



*Will people pay for your solution?*



*How will potential customers know about your solution?*



*How will potential customers purchase your solution?*



*Why will potential customers purchase your solution?*

