

Being Entrepreneurial Canvas Core Elements

Novelty



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NOVELTY THROUGH VISION AND EXPLORATION



- ❖ What new can I envision?
- ❖ How can I protect and claim the new?
- ❖ How to organise and defend the new?

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Learning



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LEARNING THROUGH EMOTIONAL EXPERIENCES



- ❖ How can I search, analyse and plan?
- ❖ What will I learn from taking action?
- ❖ How to reflect and revise afterwards?

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Value



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VALUE FOR OTHERS THROUGH PROTOTYPES



- ❖ Who to discuss value with?
- ❖ How do I create the new value?
- ❖ How to feel empathy with others?

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Agency



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AGENCY THROUGH DEEPLY PERSONAL MOTIVATION



- ❖ What do I care deeply about?
- ❖ What do I dare to do despite the risks?
- ❖ How can I take emotional action?