

Technology Reference Canvas

What is a technology reference canvas?

A technology reference canvas is a dossier that provides a comprehensive, structured overview of a specific technology. It is often used in deeptech startups, R&D-heavy ventures, and corporate innovation to:

- Document the current state of your technology
- Demonstrate its readiness level (e.g., using TRL – Technology Readiness Levels)
- Support investment, partnership, or regulatory decisions

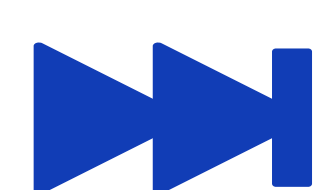
Why is it important for you?

A technology reference canvas helps startups and scale-ups clearly communicate the maturity, uniqueness, and scalability of their innovation. It can build confidence by structuring your technological position and showcasing technical depth, readiness, and strategic potential. This in turn can enable you to increase investor confidence.

How to fill out the technology reference canvas?

This document is designed to help you communicate the technical maturity, uniqueness, and scalability of your innovation. Please fill out each section according to your current phase (which might align with your funding stage). The Technology Validation stage is marked with a dark-blue blocks while Market Fit & Initial Scaling is marked with orange and Scalability & Ecosystem is marked with light-blue blocks.

Technology Validation



Seed / Pre-seed

Market Fit & Initial Scaling



Series A

Scalability & Ecosystem



Series B

How to use the technology reference canvas?

Once your technology reference canvas is complete, upload it to your data room under the “Technical Diligence” folder. Reference it in your pitch deck and investor memo to ensure visibility during fundraising and due diligence.

Disclaimer: Intended Use and Limitations

This canvas is a strategic support tool, not a substitute for technical due diligence, legal advice, or investment documentation. It is intended to: facilitate structured reflection and planning, support communication between founders and investors and provide a consistent framework for assessing technological maturity. It does not guarantee funding outcomes, nor does it prescribe a one-size-fits-all path. Each venture is unique — use this canvas as a guide, not a rulebook.

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