The Really Big Idea Sketch Pad

These are the parameters to change when creating or refining a venture or project idea. Think of it as sketching your idea.

name: ______________________
name of this idea: ______________________

Who are the people involved in starting this venture?

What relevant experience do they bring to the table?
What specific knowledge do they bring to the table?

Who is the user or beneficiary?
How does the user use your offering?

Who is the economic buyer or decision maker?
How many buyers are there?

Why is the offering important to the user?
Why is the offering important to the buyer?

Why is the value proposition important?

core competency
offering

Do you have any core, differentiating competencies, such as a technology or science?

What type of offering is envisioned? i.e. commodity, good, service, or experience?

Name and describe it...
Sketch it or otherwise help people visualize it...

The Innographer
To download a print copy of this sketch pad, visit: www.theinnographer.com/tools/really-big-idea

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