

The Really Big Idea Sketch Pad v2.

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

name of this idea: _____

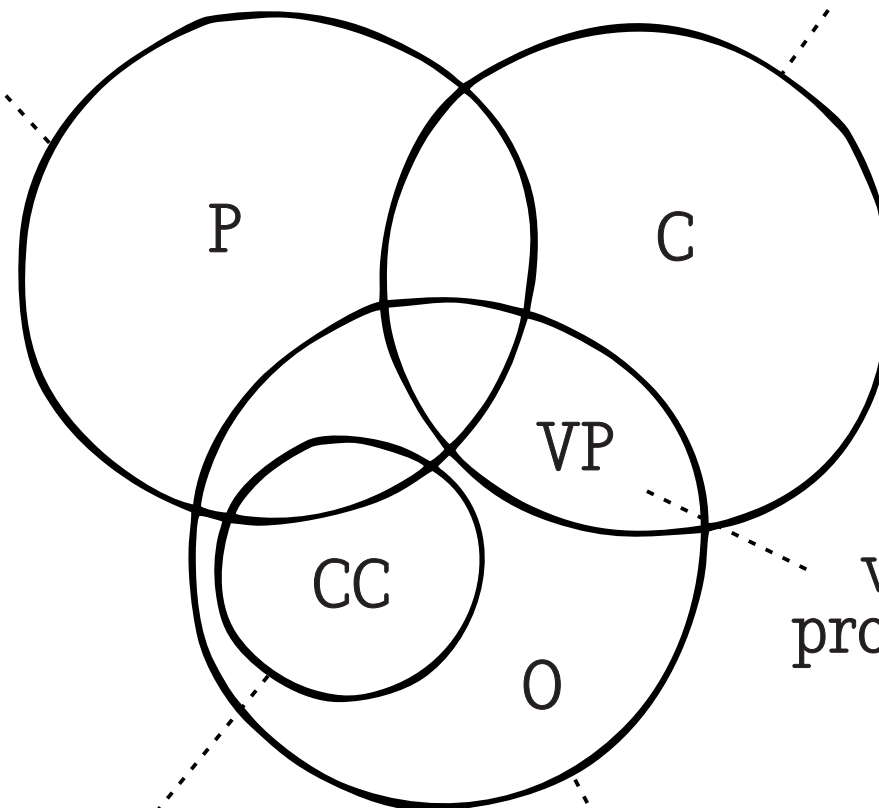
Who are the people involved in starting this venture?

What relevant experience do they bring to the table?

What specific knowledge do they bring to the table?

people

customer



core competency

offering

value proposition

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?

directions

1. Write the answers to each question on Post-It Notes.
2. Put them on the sketchpad in the marked areas, e.g.
3. If you don't have enough room, then simplify.
4. Assess your idea using the "really big idea critique pad".
5. Repeat and replace Post-Its liberally.

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 ...