## The Really Big Idea Sketch Pad val

What specific knowledge

do they bring to the table?

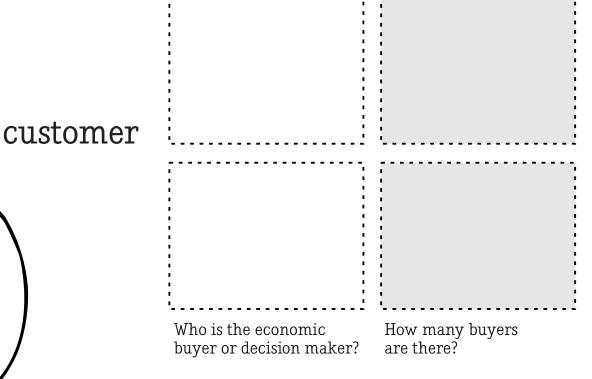
people

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

Who are the people involved in starting this venture?

name of this idea:

P



Why is the offering important to the user?

Who is the user or

beneficiary?

Why is the offering important to the buyer?

How does the user

use your offering?

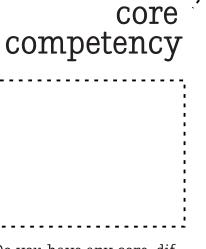
## directions

1. Write the answers to each question on Post-It Notes.

What relevant experience

do they bring to the table?

- 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? offering

What type of offering is

envisioned? i.e. commodity,

good, service, or experience?

VP

Name and describe it...

value

proposition

Sketch it or otherwise help people visualize it ...



