

# Idea Napkin v.4.1

name of this idea: \_\_\_\_\_

designer's name(s): \_\_\_\_\_

who are you?

what are you offering?

what are your distinctive competencies?

who are you offering it to?

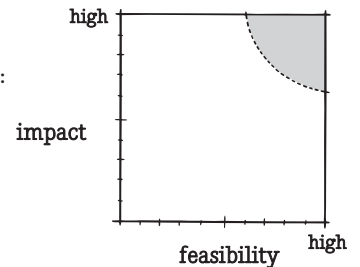
why does that person care?

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[www.theinnographer.com/toolkit/idea-napkin](http://www.theinnographer.com/toolkit/idea-napkin)

Seek the top right corner of this chart:



Get feedback on your idea using the Idea Critique Pad at: <http://theinnographer.com/toolkit/idea-napkin> then take that feedback and put it on the impact-feasibility chart using the idea slides rules at: <http://theinnographer.com/idea-slide-rules>