

ITEM 1: _____

ITEM 2: _____

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: _____
name of this idea: _____

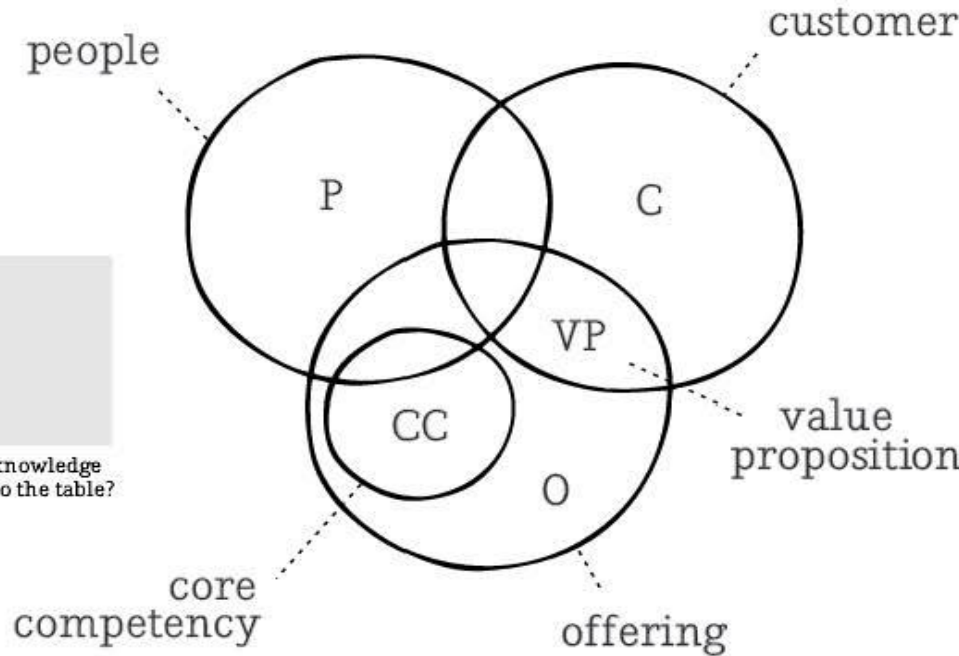
Who are the people involved in starting this venture?

What relevant experience do they bring to the table?

What specific knowledge do they bring to the table?

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 ...

Who is the user or beneficiary?

Who is the economic buyer or decision maker?

Why is the offering important to the user?

How does the user use your offering?

How many buyers are there?

Why is the offering important to the buyer?