

# The Really Big Idea Critique Pad v2.

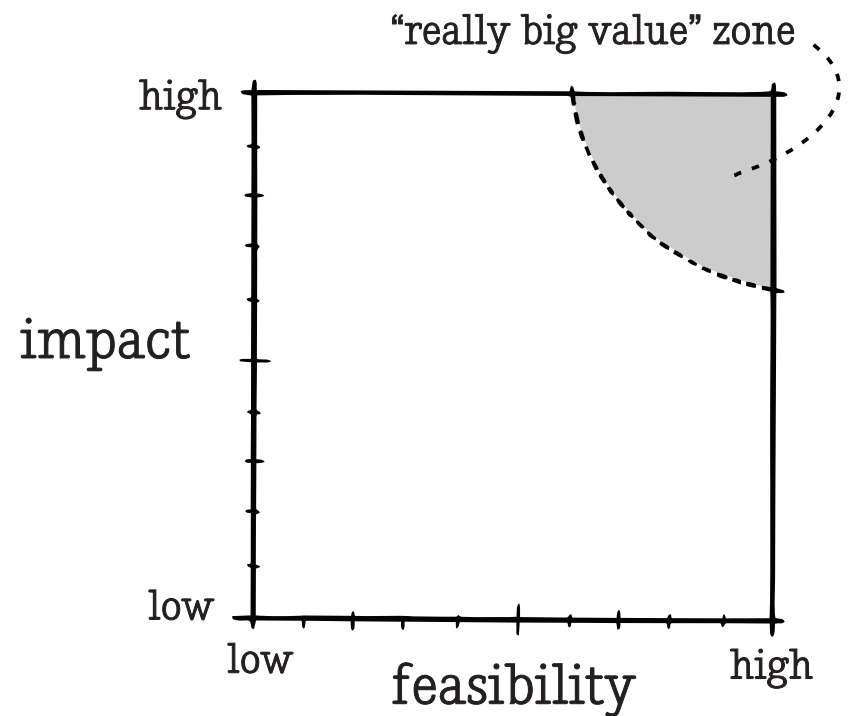
This form provides a way of assessing the sketch you made of your idea.

idea: \_\_\_\_\_

reviewer(s): \_\_\_\_\_

## directions

1. Design an idea using the "big idea sketch pad".
2. Pitch your idea to a key stakeholder
3. Get them to constructively critique your work by:
  - a) Providing their feedback on your idea and sharing their comments and ideas in the "notepad" space below
  - b) Assessing the impact variables (C) and (VP) in the space on the bottom left of this page
  - c) Assessing the feasibility variables (OCC) and (P) in the space on the bottom right
4. Estimate impact =  $C \times VP$  and feasibility =  $OCC \times P$ , and then chart the result on the right
5. Revisit your idea by changing the variables on your "big idea sketch pad" as required
6. Repeat until you reach the "really big value" zone in the chart on the right, and all key stakeholders are represented in the critique



## notepad:

capture notes,  
feedback and  
critique

## assess impact

**C** I believe the venture's choice of **customer (C)** would lead to significant value creation

1 2 3 4 5 6 7 8 9 10

(circle one)

## assess feasibility

**OCC** I believe the **offering and core competencies (OCC)** would lead to significant value creation

1 2 3 4 5 6 7 8 9 10

(circle one)

**VP** I believe the **value proposition (VP)** would lead to significant value creation

1 2 3 4 5 6 7 8 9 10

(circle one)

**P** I believe all the right **people (P)** are on the team

1 2 3 4 5 6 7 8 9 10

(circle one)

**Note: impact =  $C \times VP$**  e.g. for scores of 8/10 in each of these you would calculate impact =  $0.8 \times 0.8 = 0.64$  which is 64% of the way up the chart.

**Note: feasibility =  $OCC \times P$**

