

1

For

Describe your customer

2

Who have the problem of

Describe your customer

3

We Offer

Describe the solution you're offering

Sketch it!

Visualise your solution

4

First ideas to see results

Describe first revenue model ideas

5

Radical or not?

Plot your idea on this axis



Safe

Radical

About this tool

The "Concept card" helps you build out your sticky not idea into a more full-bodied concept. Steer clear of

abstract language and answer the trigger questions as concretely as possible. Unsure about one part? No problem, leave it open for now, as long

as you do not skip the sketch: your ideas become ten times more powerful once visualised!