Concept card

Team

1 **For**
Describe your customer

Sketch it!
Visualise your solution

2 **Who have the problem of**
Describe your customer

4 **First ideas to see results**
Describe first revenue model ideas

3 **We Offer**
Describe the solution you're offering

5 **Radical or not?**
Plot your idea on this axis

Safe ← → Radical