

Really Big Idea Sketch Pad

Get alignment on how to turn an idea into a concrete plan

1

Develop and refine an idea or concept with your team.

The Really Big Idea Sketch Pad

These are the parameters to change when creating or refining a venture or project idea. Think of it as sketching your idea.

name of this idea: Name your Really Big Idea

Who are the people involved in starting this venture?

As an entrepreneur or solopreneur, you should stay focused on the direction of the business and your expertise within the business' vision and industry.

Consider any unique experience you have, such as working for a multicultural team, handling unique or complex problems or working in a unique job niche.

What relevant experience do they bring to the table?

You may realize that "what can you bring to the team" is one of the most common interview questions

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.

people

customer

core competency

value proposition

offering

Core technology competence is a series of knowledge sets used to distinguish the competitive advantage between a specific enterprise and other enterprises.

Do you have any core, differentiating competencies, such as a technology or science?

People buy things to solve needs. In the case of the iPod, the need is to have better access to music, to look cool, or both.

What type of offering is envisioned? i.e. commodity, good, service, or experience?

Name is an informal term for a word or phrase that designates a person, place, or thing. A noun that names any one of the same kind or class (for example, queen, hamburger, or city) is called a common name

Name and describe it...

There are big invisible differences between us in the ability to visualise, and these are linked to differences in the ways our brain work.

Sketch it or otherwise help people visualize it ...

Who is the user or beneficiary?

the person or company applying the biosolids to the beneficial use site.

How does the user use your offering?

At first, the idea of offering a product or service for free feels counterintuitive. After all, it costs money to run a business. Entrepreneurs need to generate revenue if they want to experience any type of lasting success.

The Economic Buyer is the Ultimate Decision Maker. The ONE person in the customer's buying process that gives the final approval for your deal.

Who is the economic buyer or decision maker?

The most important part of selling is knowing who your buyer is. Of course each buyer is unique, but there are four basic personality types into which they can be grouped.

How many buyers are there?

Why is the offering important to the user?

Some products offer immediate customer value with virtually no downsides. For example, a vehicle's seat belt can save your life — all you need to do is take a few seconds to fasten it.

Why is the offering important to the buyer?

Buyers are the backbone for the success of any business organization. Without buyers or customers no organizational success can be achieved. So, a proper strategy should be made by studying their behavior.