



Section 1 Handout & HW

4 Question Framework

Intro

Why should I pay attention?

Problem

Do you understand your customer's pain?

Solution

Do you take the pain away?

Market

Is the market attractive (big and growing)?

Homework:

- Answer first 4q (of 12q) for your idea
- (Optional): check your Implicit-Bias (self-check using HBR site)
- Check how patentable your idea is (subject matter, novelty)