

CONCEPT SHEET

To solidify your idea an be prepared to pitch it to your team or client

What is the concept called?

Make sure the name reflects the value of the concept

Which SDG are implicated?

Which purpose, higher goal to you want to achieve?

Which impact? Message?

Which impact do you want to realise, which message do you want to convey?

Who is it for?

Illustrate visually the personae

What is the big idea?

Why is your concept special? What makes it stand out?

What problem does it solve?

Write down the problem and how your concept will improve it

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Illustrate how it works

Show, don't tell! In this space, show how your your concept would work. Storytelling is important to help others understand how your idea might work and why it is of value.

This image shows a blank, rectangular piece of paper with a light beige or cream color. The paper is framed by dark borders on the top, bottom, and right edges, while the left edge has a slightly lighter, off-white border. There are no markings, text, or illustrations on the surface of the paper.

Budget & Timeline

Define the money needed for concept and phases for realising it

A horizontal number line with arrows at both ends and seven tick marks. The line is black and the tick marks are also black. The background is a light beige color.

Why might it fail?

To be aware of the risks so you can address them

[illegible]

What should we test?

How can you validate that your concept has value?

[Redacted]

How might we measure success?

Success metrics can be qualitative, quantitative or both

[illegible]