Idea Sketchpad

The drawing is titled as "The Really Big Idea Sketch Pad", with a sub-heading that reads, "These are the parameters to change when creating or refining a venture or project idea. Think of it as sketching your idea".

A name field is provided to enter "Name of this idea". A Venn diagram displayed below shows three converging circles, marked and labeled as P - people, C - customer, and O - Offering. The intersecting part between customer and offering is labeled as value proposition. And another circle, labeled as CC - core competency is displayed inside the Offering circle.

Dotted squares are displayed for each of the five parameters mentioned above, and are labeled as follows:
People:
• Who are the people involved in starting this venture?
• What relevant experience do they bring to the table?
• What specific knowledge do they bring to the table?

Customer
• Who is the user or beneficiary?
• How does the user use your offering?
• Who is the economic buyer or decision maker?
• How many buyers are there?

Value proposition:
• Why is the offering important to the user?
• Why is the offering important to the buyer?

Offering
• What type of offering is envisioned? i.e., commodity, goods, service, or experience?
• Name and describe it.
• Sketch it or otherwise help people visualize it.

Core competency
• Do you have any core, differentiating competencies, such as technology or science?

Five instructions are listed under “directions” at the bottom left of the illustration, as follows:
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.

Due to the difficulty with editing the image we will be outlining the contents of the idea sketch pad below.

**Name of this idea is:** “Cooktastrophe”.

**Who are the people involved in starting this venture?**

Aisha, Jane, Karl, Tadhg.

**What relevant experience do they bring to the table? / What specific knowledge do they bring to the table?**

Karl has experience in creating game graphics a general understanding of creating games.

Tadhg possesses extensive knowledge in creating and designing games along with knowledge of creating gaming graphics and genera understanding of games.

Jane possesses knowledge in software engineering and project planning/project management.

Aisha possesses creative knowledge in art, music, design, and project planning.

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

The VR experience of the VR version of the game.

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

The offering envisioned is a fun gaming experience for people of all ages.

**Name and describe it**

In further detail it is an offering of a VR gaming experience. In which you are a restaurant owner/chef/server and must keep the restaurant open by cooking for and serving customers. The main goal being to keep them happy to achieve a good star rating and earn money to upgrade various aspects of the restaurant.

**Why is the offering important to the user?**

The offering is important to the user because they are looking for a fun game that they may play to pass the time and more technically release dopamine and serotonin like other video games.

**Why is the offering important to the buyer?**

The gaming market is a very big one that brings in a ton of money every year which is important to the buyer. To want to be involved in a market with much financial profit promise.

**Who is the user of beneficiary?**

The public.

**How does the user use your offering?**

The user uses the offering for fun experiences and memories.