ITEM 1:_____

ITEM 2:_____

The Really Big Idea Sketch Pad v2.

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

name: **Anabel's Grocery Creation**

name of this idea: **The Online Recipe Booklet**

people

Who are the people involved in starting this venture?

Matthew Teng

What relevant experience do they bring to the table?

Engineer, Volunteer, firsthand experience at Anabel's

What specific knowledge do they bring to the table?

Creating web products or online products

P

C

VP

CC

O

customer

value proposition

core competency

offering

Who is the user or beneficiary?

Cornell Students, but available to everyone

How does the user use your offering?

Through Anabel's Online platform, or a printable form that is available around campus

Who is the economic buyer or decision maker?

Anabel's Grocery can choose to feature this collection of recipes

How many buyers are there?

Just Anabel's

Why is the offering important to the user?

It provides students with low effort, not time intensive, nutritious recipes

Why is the offering important to the buyer?

It can help publicize Anabel's to incoming or existing students on campus

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.
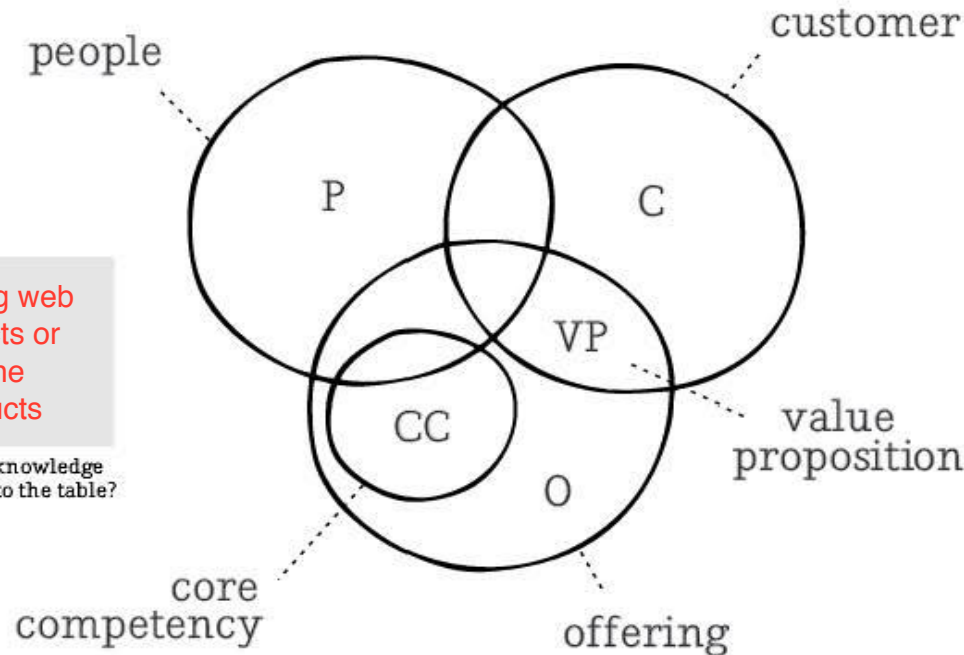
Computer Science background, which enables me to provide customized web content with relatively low cost or effort

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

The offering that is envisioned is a good

The good is a collection of the recipes, where each recipe can be made with items from Anabel's or more expensive alternatives

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

Name and describe it...

Sketch it or otherwise help people visualize it ...