

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 of this idea: _____

Who are the people involved in starting this venture?

people

What relevant experience do they bring to the table?

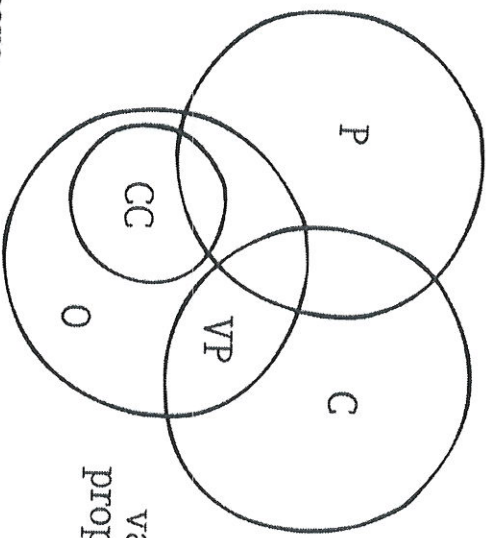
What specific knowledge do they bring to the table?

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.

core competency

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



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, good, service, or experience?

Name and describe it...

Sketch it or otherwise help people visualize it ...

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The Really Big Idea Critique Pad v2

This form provides a way of assessing the sketch you made of your idea. Don't stop iterating until you're convinced yours is a really big value idea.

name of idea: _____
 name of reviewer(s): _____

C

impact = C x VP

I believe the venture's choice of customer (C) would lead to significant value creation

1 2 3 4 5 6 7 8 9 10
(circle one)

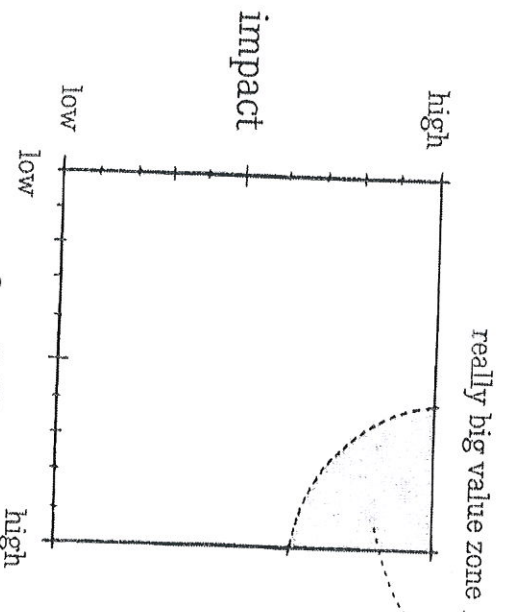
e.g. I am very clear on who the target buyer and user are; evidence is provided that there is a very large and growing number of customers; buyers can afford to buy; customers are not likely to become a competitor of the venture.

VP

I believe the value proposition (VP) would lead to significant value creation

1 2 3 4 5 6 7 8 9 10
(circle one)

e.g. it is very clear how the offering is used by the target user; both the buyer and the user are compelled by the offering (it addresses a need, want or 'should do' for them; there are few (if any) alternatives, substitutes for solving the problem.



OCC

feasibility = OCC x P

I believe the offering and core competencies (OCC) would lead to significant value creation

1 2 3 4 5 6 7 8 9 10
(circle one)

e.g. the offering is clearly articulated and I have no questions about it; the team has a prototype in hand; any core competency (such as core technology) is clearly described; there are no challenges to obtaining the core competencies, or restrictions on use.

P

I believe all the right people (P) are on the team

1 2 3 4 5 6 7 8 9 10
(circle one)

e.g. I have been told enough about the team and its members inspire any confidence; everyone on the team is adding obvious value; team members have relevant experience and specific knowledge; they wouldn't need anyone else on their team or they have evidence of having formed the right partnerships; they could deliver on time.

- directions**
1. Design an idea using the "really big value idea sketch pad".
 2. Pitch your idea to a key stakeholder
 3. Get them to critique your work by:
 - a) Filling in the impact variables (C) and (VP) on the left
 - b) Filling in the feasibility variables (OCC) and (P) on the right
 - c) Providing their constructive feedback on your idea
 4. Calculate impact - CxVP and feasibility - OCCxP and chart the result above
 5. Repeat until you reach the "really big value" zone and all key stakeholders are represented in the critique

Note: feasibility - OCC x P

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