


Innovation Step-by-Step Toolkit

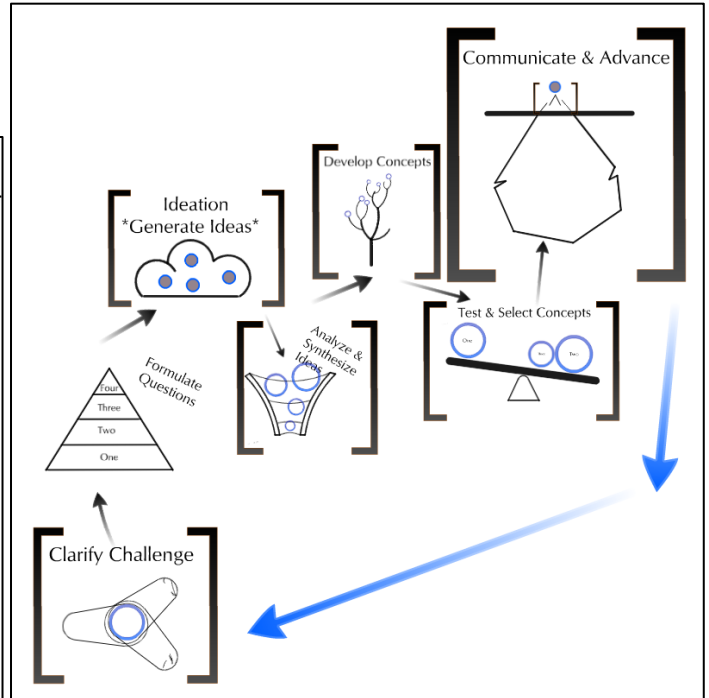
Concept Title: _____



Concept Description:

- Conceptualize your ideas on one sheet
- Address key questions
- Describe so you can build & launch:
 - What it is or features
 - Benefits or solution it provides
 - How it works

Next steps to build, launch, & make it real:



A. Look at your *challenge*. B. What *questions* focus you?

C. Rapidly number and list *ideas* catalyzed from your questions, insights, & interest areas. Go for quantity. Don't judge. Get the raw ideas in your mind out so a new idea can appear.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

D. *Analyze*: select your top ideas and find themes.

E. *Develop* your ideas into rough *concepts* that are post-it note size.

F. *Test & select* the top group concepts that are most buildable, interesting, & different.

G. Build your concept one-sheets to *communicate & advance* to others.