

1



## DISCOVER

*Initial idea & passion*

2



## CONCEPTUALIZE

*Value for whom & philosophy*

3



## INSPIRE & INFLUENCE

*Your idea out there*

<b>YOUR IDEA</b> <i>Define your business/product in one sentence. What is it?</i>
<b>THE KICK-START</b> <i>1. When did you come up with this idea? 2. What did you envision?</i>
<b>INSPIRING EXAMPLES</b> <i>Which other great ideas, inside or outside your business, have inspired you and why?</i>
<b>PERSONAL PURPOSE</b> <i>What do you want to change, challenge or solve?</i>
<b>IF NOT EXECUTED</b> <i>What will the world miss if your idea is not executed?</i>
<b>NEW COMBINATIONS</b> <i>Ideas are new combinations. Which new combinations and relationships do you want to create?</i>
<b>YOUR BIGGER PLAN</b> <i>What's your future plan and how is your current idea part of it?</i>
<b>CHOICES</b> <i>When you have verbalized your choices, you understand the background of your idea.</i>

<b>STAKEHOLDERS</b> <i>1. Who are they? 2. What is their role in executing your idea?</i>
<b>VALUE FOR END-USER</b> <i>1. Who will most likely need it? 2. What or why makes it valuable for them?</i>
<b>SELF-ACTUALIZATION</b> <i>How does it improve their personal and/or professional life?</i>
<b>YOUR PHILOSOPHY</b> <i>What's your purpose, your core belief, your why? How is your idea contributing to this belief?</i>
<b>WIDER CONTEXT</b> <i>Which (3) circumstances, currently evolving in the world, shows that people need your idea?</i>
<b>THE OTHERS</b> <i>What makes your idea different from similar other ideas?</i>
<b>DESIRED OUTCOME</b> <i>If everything works out as planned (or even better), what will the world gain from this?</i>
<b>DECISIONS</b> <i>When you have verbalized your decisions, you know the value for whom and the philosophy behind it.</i>

<b>POTENTIAL FANS</b> <i>How can you influence and inspire your customers with your idea and your philosophy?</i>
<b>SOCIAL AND CULTURAL CONTEXT</b> <i>Which values and beliefs do your customers (fan base / tribe) hold dear?</i>
<b>ONE THING</b> <i>If customers should know one thing about your idea, what would that be? Define in one sentence.</i>
<b>VISION STATEMENT</b> <i>Why does your idea exist? What will you achieve in the next 5 years for your customers?</i>
<b>DESIGN EXAMPLES</b> <i>Which design examples, inside or outside your business, resemble what you want to express?</i>
<b>MESSAGES (= WHAT YOU SAY)</b> <i>Which (3) messages, simple and linked to your purpose, do you want to convey? (Why/How/What)</i>
<b>ACTIONS (= WHAT YOU DO)</b> <i>Which (3) actions could prove what you believe in and what your idea stands for?</i>
<b>NOW GO FORTH</b> <i>You have finished your idea foundation. Kudos to you. Go forth and create!</i>