

Concept Sheet Headline	
<p>Include:</p> <ul style="list-style-type: none"> •What your business, product, or service is •The problem it solves or benefits it provides •The target audience it is for or with •What it features that is unique, or different 	
<p>Concept Visual</p>	<p>Next steps:</p> <hr style="border-top: 1px dashed black;"/>

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.

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USE YOUR INNOVATION SKILLS TO CREATE, COLLABORATE, COMMUNICATE, & LAUNCH NEW IDEAS FOR YOUR CHALLENGE



Sidewalk Chat: :30-3:00 conversation about what you are working on. Communicate it clearly & memorably so the person on the sidewalk with you gets it and wants to talk further. It includes an elevator speech. Can you tell a story and use real examples & names? Can you show something?

		
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DEVELOPING IDEAS + VALIDATING LAUNCH + POSITIVE IMPACT = INNOVATION

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