



What is the Big Idea?

*What is the Overt Benefit for the customer? Answer: What's in it for me?
What does it get accomplished?*

Who is this for?

Where does this come from? How do you know?

What critical hypotheses are required to confirm this opportunity?

- 1.)
- 2.)
- 3.)
- 4.)

What needs to be learned?

How does this work?

Which features make your opportunity appealing to both logical and emotional choices by the consumer?

How would it be prototyped and tested?

What skills and talent are required?

How will we measure success?

How do decisions get made?

How might this fail?

What keeps you up at night?

What are some key milestones?

- 1.)
- 2.)
- 3.)
- 4.)

How will you manage this idea's development?

What resources are required?

- 1.)
- 2.)
- 3.)
- 4.)

What value will they produce?