

Concept Card

Team:

About this tool:

The "Concept card" helps you build out your sticky note idea into a more full-bodied concept. Steer clear of abstract language and answer the trigger questions as concretely

as possible. Unsure about one part? No problem, leave it open for now, as long as you do not skip the sketch: your ideas become ten times more powerful once visualised!

1 Audience

Describe who your solution is designed for

2 Who have the problem of

Describe your problem

3 We offer

Describe the solution you're offering

4 First ideas to see results

Describe first revenue model ideas

5 Enablers

What is needed to make this solution a reality?

Sketch it!
Visualize your solution