

# EXPLORE-MODUL

PROJECT NAME \_\_\_\_\_

TRENDS & TECHNOLOGIES	POTENTIAL PARTNERS & COMPETITION
FACTS	AREAS OF POTENTIAL DISRUPTION

USER(S)	NEEDS
INSIGHTS	TOUCHPOINTS
HOW MIGHT WE	

# CREATE-MODUL

PROJECT NAME \_\_\_\_\_

IDEA DESCRIPTION	
ADRESSED USER(S)	
ADRESSED NEED(S)	PROBLEMS SOLVED

POTENTIAL OF IDEAS	THE WOW
User Value	HIGH-LEVEL-CONCEPT
Scalability	
Feasibility	
VALUE PROPOSITION	

# EVALUATE-MODUL

PROJECT NAME \_\_\_\_\_

VALUE PROPOSITION SCORE	PRICE POINT
0 _____ 10 <i>User is activated</i>	
0 _____ 10 <i>User prefers prototype to similar product</i>	
0 _____ 10 <i>User would buy it</i>	
0 _____ 10 <i>User would recommend it</i>	USER EXPERIENCE
	Emotion

ASSESSMENT	CHANNELS
	UNFAIR ADVANTAGE
	KPI
	REVENUE STREAM