

STRUCTURED IDEA

Follow the five steps to help you define the proposed idea better.

WHAT

idea statement

start by defining what is your idea about.

1

FOR WHOM?

user(s)

who are you going to deliver it to?

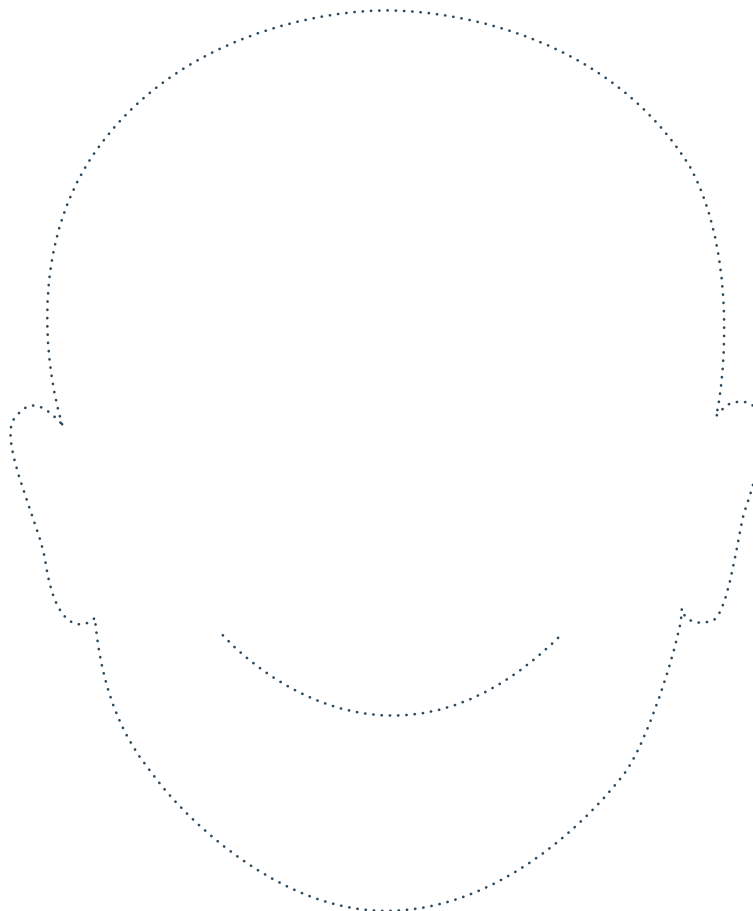
2

WHY

value proposition

what makes it interesting for the users

3



HOW

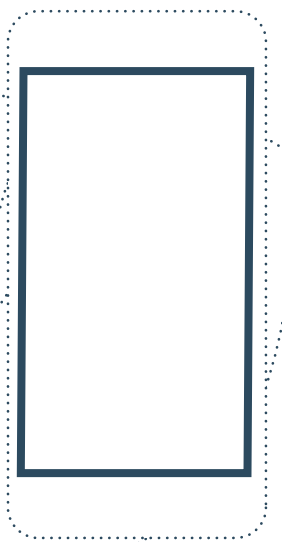
channels

how are you going to deliver it?

4

THE IDEA IN AN SMS

*try to use as
less words
as possible
to sum up
points 1 to 4.*



5