

Concept Sheet

Distill a concept out of your idea

Concept name?

How does it work?

Value to our business?

What differentiates it from other solutions to the same problem?

Value to the customer / end-user?

Make sure you know what are alternatives for the end-user? "Doing nothing" is always an alternative.

How is the concept helping with the negative emotions related to the current situation?

How is the concept making the most out of the positive emotions in the current situation?

How does your concept link back to the societal changes & impact?

Emotional value proposition:

END USER:

RATIONAL NEED:

SOLUTION:

Rational value proposition:

END USER:

RATIONAL NEED:

SOLUTION:
