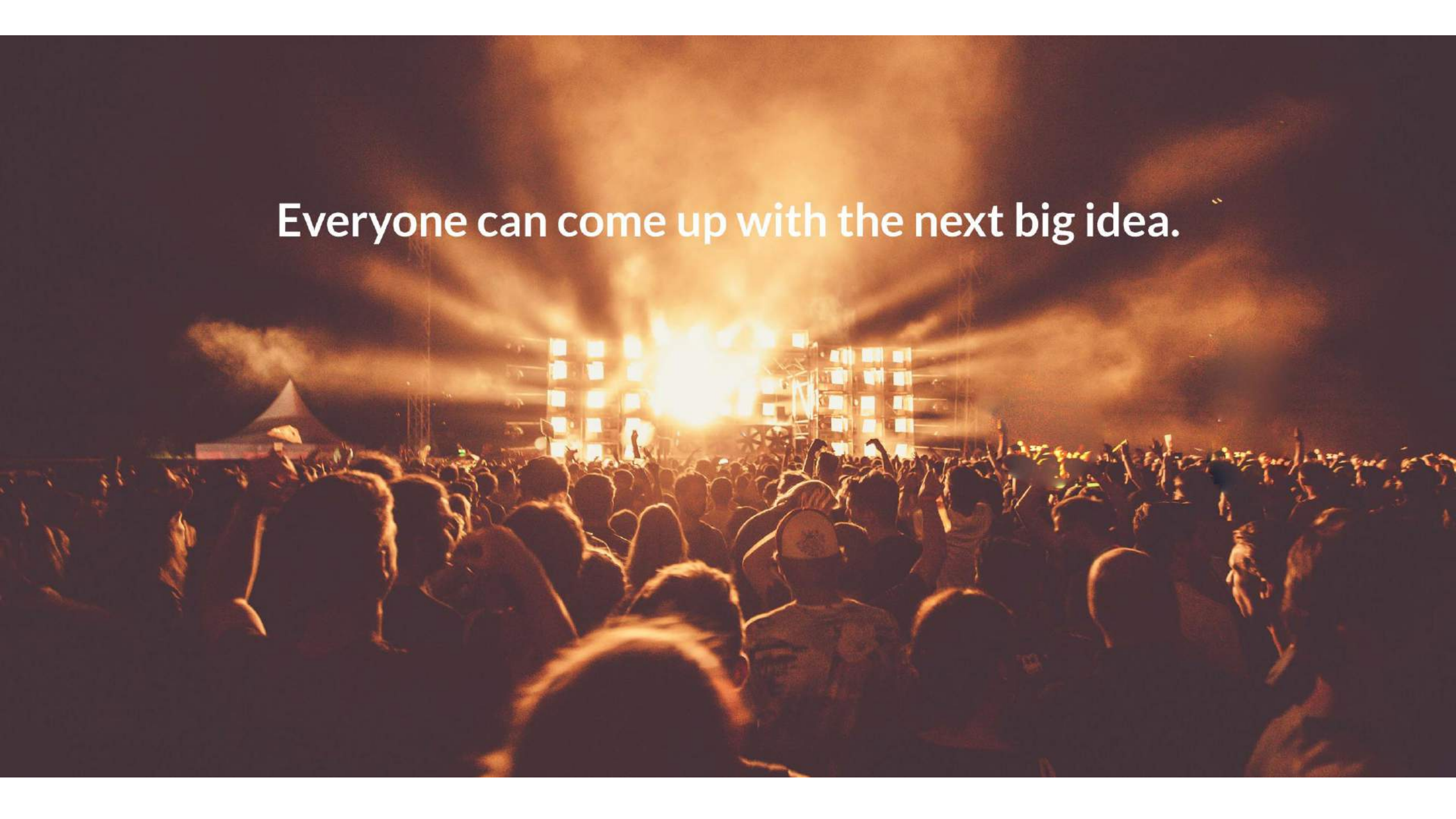




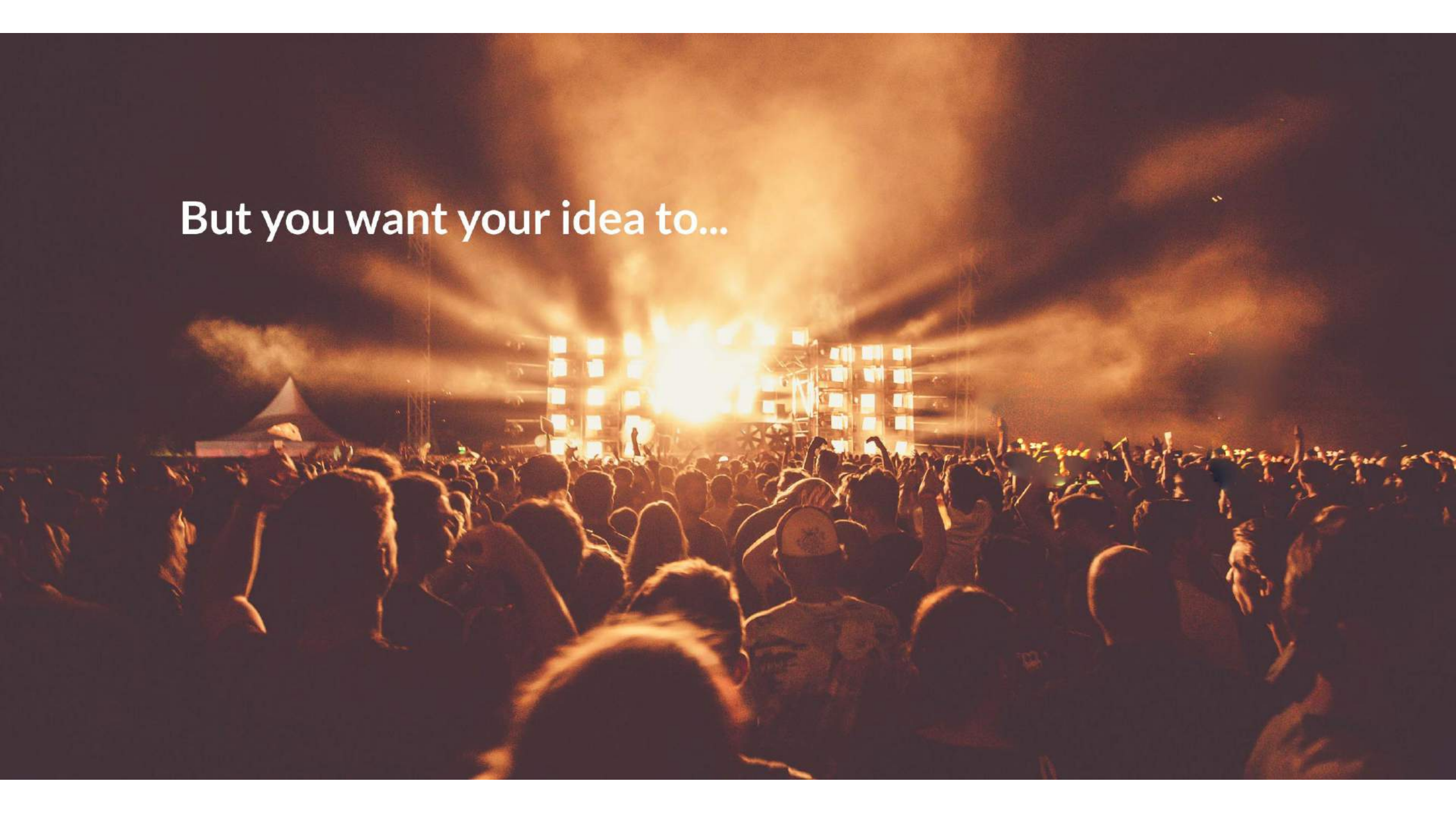
IDEA TO LAUNCH

... a tough joinery to make future easy!

Everyone can come up with the next big idea.



But you want your idea to...



But you want your idea to... stand out from the crowd.



Remember!



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

Here's a **10-steps** guide to turn...

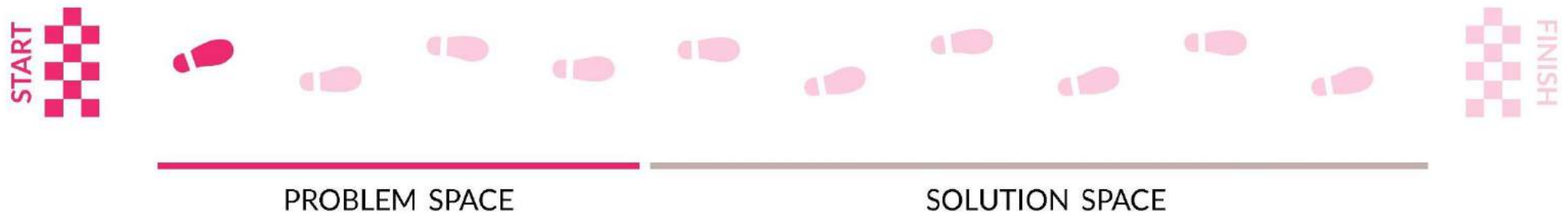
business
ideas

into

business
concepts



1. Have you defined a **customer segment** which you will focus on?





1. CUSTOMER SEGMENT & EARLY ADOPTERS



Start with a clear customer segment that you want to target. It will keep you in focus and will make it easier to come up with the right solutions.

2. Have you spotted a **problem** that customer is having?



PROBLEM SPACE

SOLUTION SPACE

3. Have you spoken to at least 3 of each stakeholders about the problem?



PROBLEM SPACE



SOLUTION SPACE



3. PROBLEM INTERVIEWS



**“I’ve learned more
by talking 2 minutes
with a customer,
than by 6 months of
market research”.**



3. PROBLEM INTERVIEWS



Go. And. Talk. With. Customers. **Now.**

Seriously: this is the single most important suggestion we want you to take away from this presentation. Go. And. Talk. With. Customers. Now.

It's important that you not only think that you have found a problem, but that **your customers validate that they are indeed feeling the problem.**

4. Now the question is, have you **estimated** if the problem is worth solving?



PROBLEM SPACE

SOLUTION SPACE

5. Have you come up with **more than one single idea** to solve the problem?



PROBLEM SPACE

SOLUTION SPACE

6. Do you know the **existing alternatives/competition?**

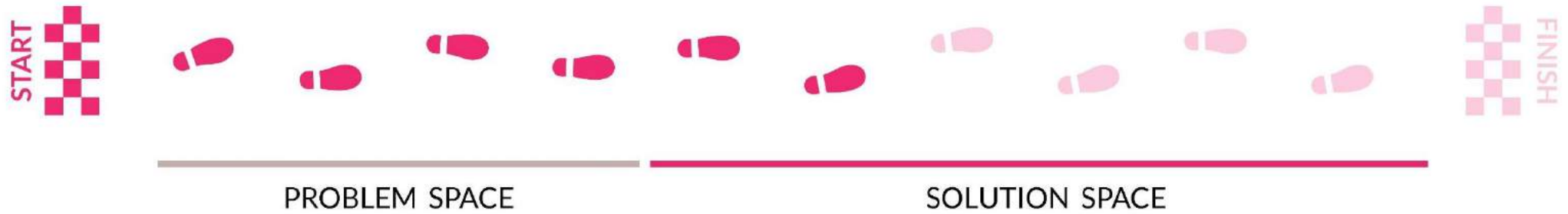




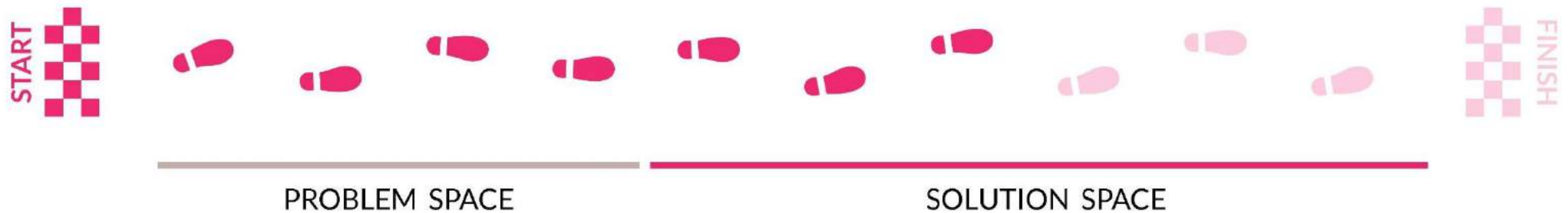
Photo by Raquel Martinez on Unsplash

6. COMPETITIVE LANDSCAPE



**Don't reinvent apples!
Make sure to be up
to date on which
other **alternatives** are
available to solve the
same problem.**

7. Once you've decided which solution you'll pursue, **can you explain it in 1 minute?**



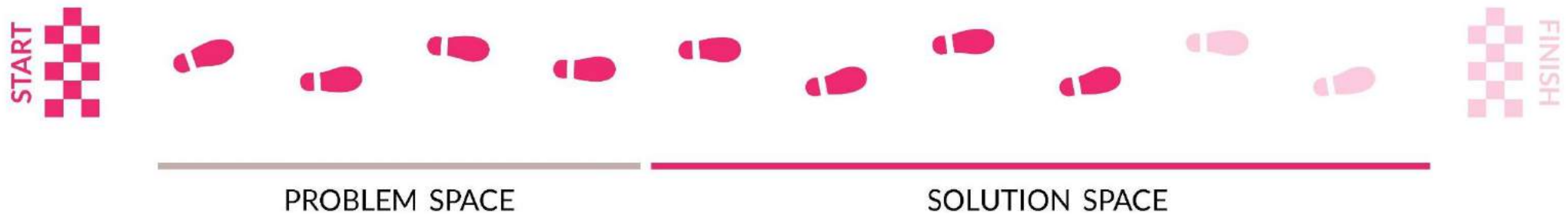


7. VALUE PROPOSITION



In order to communicate your idea clearly, you should be able to capture its **value proposition** in few effective sentences.

8. Have you made a **tangible prototype**, which you could show to people?





8. PROTOTYPE



Once you know the problems of your customers, you know those problems are large enough and you have a solution with a clear value proposition, **next step is to build a prototype in order to run experiments.**

Why? It will help you communicate your idea better and gather first customer feedback. Must-read: [The Lean Startup](#), that will show you everything about quick prototyping and testing.

There are plenty of **different types of prototypes** that you could test with the customers, ranging from low- to high-fidelity.

Some tips for your prototype

8. PROTOTYPE



1. Start on paper

Start with a simple storyboard/
customer journey map.



2. Go digital

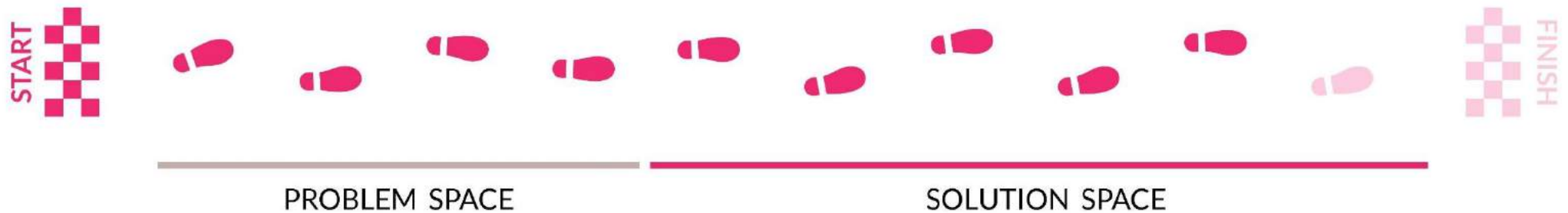
Step further: design a live mockup.



3. Get real

Pretend to run the service (and
manually perform it).

9. You have a prototype. That's so much better.
Have you **showed** it to the customers?



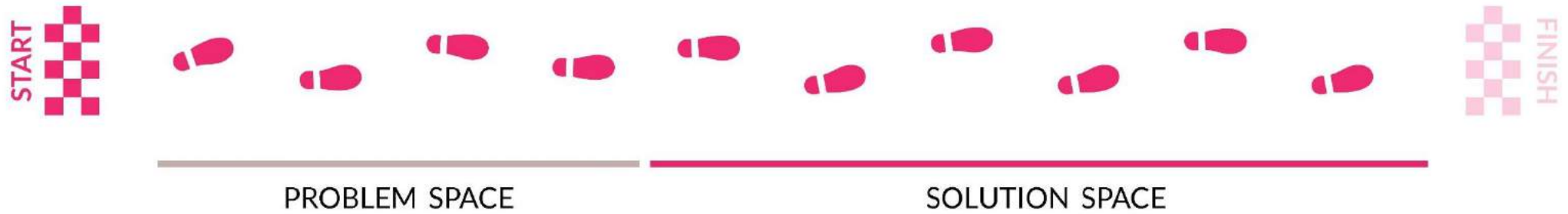


9. SOLUTION INTERVIEWS



Prototypes are made for a sole reason: **to be shared and shown to customers** in order to gather feedback and improve the product/service. And since you have a prototype, why not show it?

10. Time to show me the money!
**Have you estimated the size of
the total **addressable market**?**





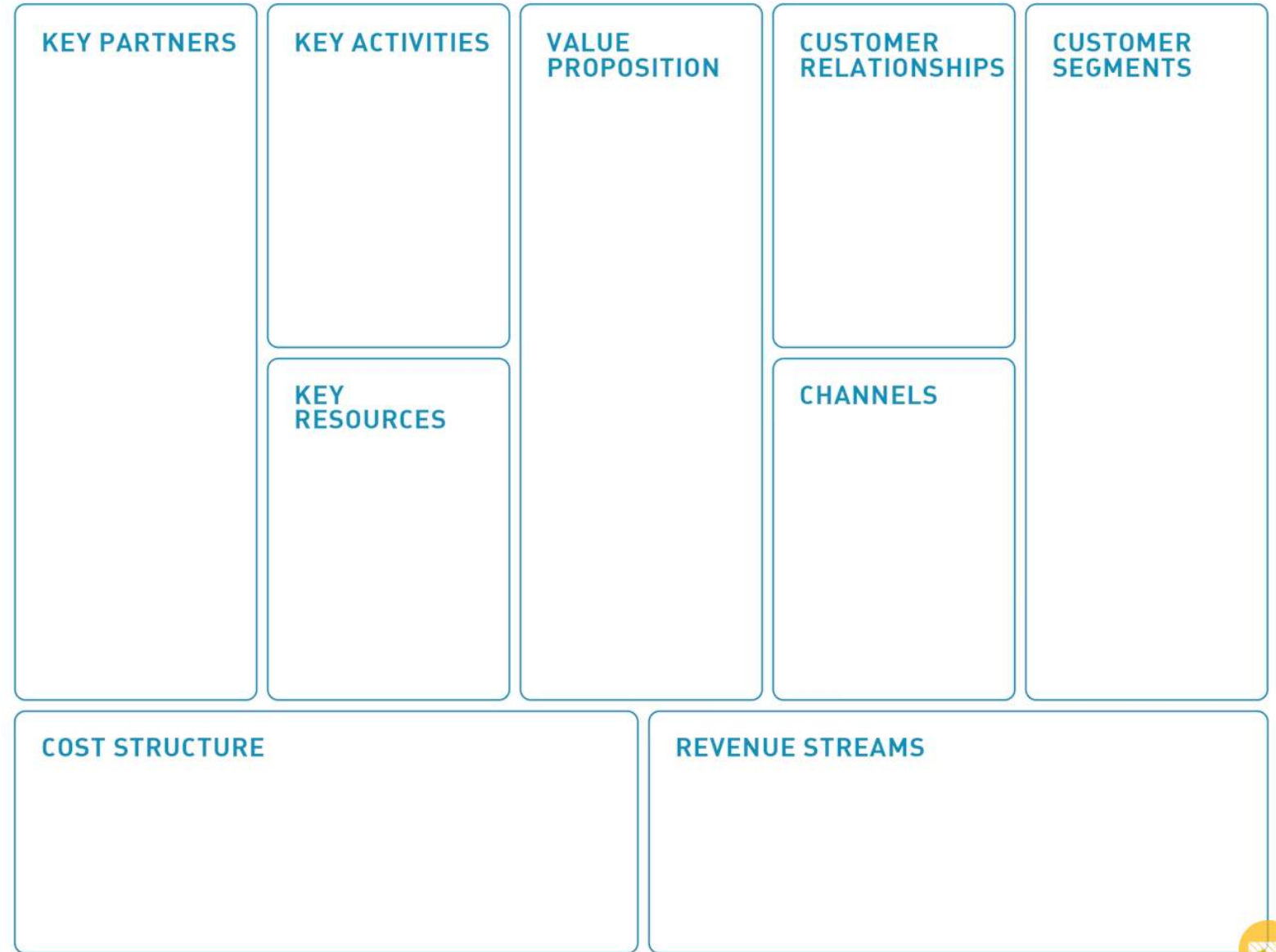
10. ADDRESSABLE MARKET



“If you can show me the business case, **it’s already too late.**” — Bill

What he means is that for innovation projects **there are more assumptions in your business than certainties.** That’s the reason here at Board of Innovation we use **ballpark figures**, a rough numerical estimate which helps us to support our arguments and show the potential value in the project. **No complicated business cases on Excel.**

Business Model Canvas



EXTRA TIP

Do you know **what you need** from
the person you are pitching to?



EXTRA TIP CALL TO ACTION

Before you go to pitch your solution to the manager/ sponsor/investor, make sure that you **know what you need from them.**

Is it **money**? Is it their **time** and **support**? Is it a **decision**? Communicate what you need from them and let them know what will be done/achieved with the resources.

The 6 Heuristic Categories

STARTUP HEURISTICS

THE FUNDAMENTAL CRITERIA

START HERE

There are 6 fundamental criteria to consider when developing a startup concept. Every new idea should be considered from this starting point.





Final Check!

- ✓ Will people be willing to pay for your product or service?
- ✓ Who is your customer?
- ✓ Are you fit for this business?
- ✓ Will you be able to compete in the market?
- ✓ How will you promote your product?
- ✓ Is there any government restrictions?
- ✓ What resources do you need to get start your business?
- ✓ Are you fit for this business?



ready to go?