

Your Idea Napkin

name: _____

idea: _____

1. who are you?

People (P)

2. what are you offering?

Offering (O)

5. what are your core competencies?

Core competencies (CC)

3. who are you offering it to?

Customer (C)

4. why do they care?

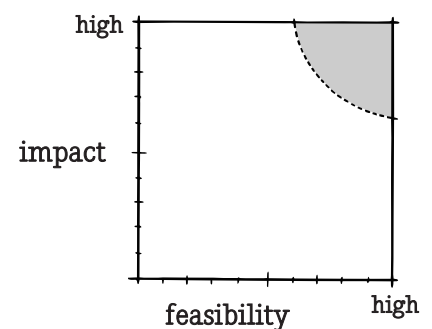
Value proposition (VP)

Truly distinctive competencies contribute to your capability to add value, and are at the same time:

- + valuable and visible to the customer
- + rare among solution providers
- + superior to those of competitors
- + costly for others to imitate

+ substitutes and alternatives (SA)

Seek the top right corner of this chart:



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