



IDEA SKETCH



IDEA NAME: _____

DESCRIBE THE IDEA... (LIST THE FEATURES):

THE IDEA LOOKS LIKE (DRAW IT):

THIS IDEA IS FOR/WILL HELP (TYPE OF AUDIENCE, JOBS TO BE DONE):

WHY RELEVANT AUDIENCES WILL LOVE IT (PAIN RELIEVERS, GAIN CREATORS):

IDEA DNA (COMPONENTS MOST CRITICAL TO THIS IDEA):