

1. Who Benefits?



2. Impact

What problem(s) does it solve?



3. Big Idea

The big idea is to...



Concept Tagline:

Concept Name:

4. How Does it Work?

Use pictures, a storyboard, diagrams, key features and benefits etc. to bring the details of the product/service/process to life.

BIG EYE
INNOVATION



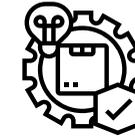
5. Potential Challenges:

Why might it fail? What barriers could stand in our way?



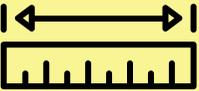
6. Prototype/Test

What parts of idea can we test on a small scale to see if it we're headed in the right direction?



7. Measurement

How will we measure success?



The Concept Poster brings definition to ideas and:

- Develop a shared understanding of the product/service or process
- Test elements of the idea to discern whether you're on the right track
- Create a forward-moving roadmap
- Gain buy-in from key decision-- makers