



Business Name

Group:
Version:
Date: / /

Generating Ideas <small>What are candidate solutions for customer problem? Which ideas are in the top priorities?</small>		Cooperator for Innovation <small>Who should I work with to make the Solution?</small>		Do & Test <small>What are the concrete actions to go to market and test market hypothesis?</small>	
Customer <small>Who is my customer?</small>	Problem <small>What is my customer's unmet needs?</small>	Solution <small>What are my value propositions to the customer?</small>	Cooperator for Market <small>Who should I work with to enter the Market?</small>		
Mission <small>What is my promise to customer?</small>		Market <small>Are the needs attractive enough to the market?</small>		Advantage <small>Does it have unfair advantages over my competitors?</small>	
Exploring Opportunities <small>What are the business opportunities according to business environments, customer needs, lifestyle, social culture and technology that are changing?</small>		Revenue <small>What is main revenue stream of my business?</small>		Cost <small>What is main cost structure of my business?</small>	
				High Concept <small>Does my concept have emotional and cultural aspects?</small>	
				Learn & Pivot <small>What are the key metrics to test market hypothesis? If gap exists, what is the main cause of it? Do we need partial adjustment or big change?</small>	

