

IDEA ONE PAGER

The Idea One Pager does exactly what the title suggests - it helps you get your idea down on one page. You have (hopefully) defined the problem and articulated the solution. At this stage in the process, it's important to consolidate all the thoughts and inspiration.

The Idea One Pager is a simple template therefore to help you consolidate and create a clear concept overview. The overview helps you to bring together the name of the idea through to how the idea might make money.

TOP TIPS

- Make sure to have other canvasses, tools, notes close to hand when you are filling the One Pager.
- The most important section in the One Pager is the customer and the problem you are solving - keep it at the centre. You might want to spend the most time on this section.
- Imagine that this will be read by a 8 year old child - keep the language simple and try to avoid using summaries that need additional explanation.

IDEA ONE PAGER

NAME OF YOUR IDEA:

1. FOR

Describe your customer

2. WHO HAVE THE PROBLEM OF

Describe your problem

3. WE OFFER

Describe the solution you're offering

4. FIRST IDEAS TO SEE RESULTS

Describe first revenue model ideas

5. RADICAL OR NOT?

Plot your idea on this axis

