

Concept Formula

On this sheet you can design, define and refine your concepts for Innovator#2021 and IdeaScreening Game.

Innovator#2021.

Team name

Idea/ Concept Name

Short concept description

Why introduce the concept to the market



Total Red Dots

Total Green Dots

Growth Wheel Game

Round 1 - Growth Potential - What is your conclusion?

Round 2 - Product Design - What is your conclusion?

Round 3 - Revenue Streams - What is your conclusion?

Round 4 - Customer Segments - What is your conclusion?

Round 5 - Competition & Market position- What is your conclusion?

Round 6 – Networking - What is your conclusion?

Round 7 - Promotion Mix - What is your conclusion?

Round 8 - Elevator pitch & Marketng message - What is your conclusion?

Round 9 - The Sales Chain - What is your conclusion?

Round 10 - Customer Reactions - What is your conclusion?