

1

IDEA

What idea do you want to try out?
- Sketch the key stakeholders this idea will impact.
- How would you describe it in a news headline?



Mindset: select for possibility, not feasibility

2

GOALS

What does success look like? We will know we are headed in the right direction when...



Mindset: bold vision; small bets

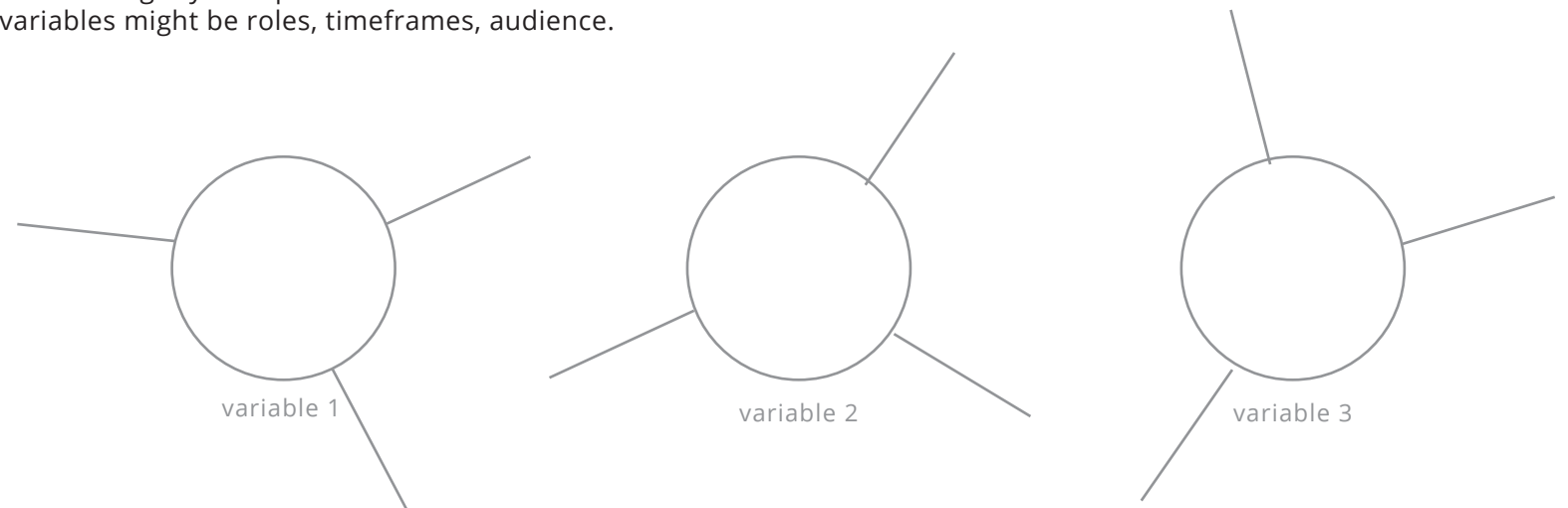
3

HYPOTHESES

What are ASSUMPTIONS you have about this idea?
List them and circle the most critical ones (if those turn out to not be true, your idea wouldn't work).



What VARIABLES might you experiment with?
Possible variables might be roles, timeframes, audience.



Mindset: learn early and often