

Design Your Business

Innovation

Channels to Market



Who are the BUYERS?



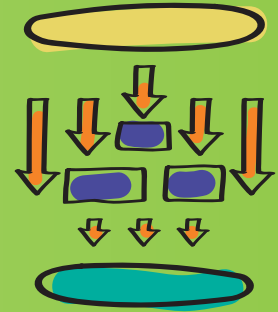
SKETCH YOUR IDEA on a napkin



PITCH YOUR BUSINESS



Investor Ready



VALUE proposition

UNIQUENESS



Design Your Business

Design Thinking TOOLKIT

Name: _____

So What?

1. What's Your Idea?
2. What's the Problem?
3. Where Does Your Idea Fit?



The Napkin Drawing Tool

Sketch Out Your Idea on a Napkin

1. Draw your idea or concept in "big picture" terms.
2. Sketch out your idea in action using images, circles, arrows, etc.



Unique Attributes of Your Idea:

1. _____
2. _____
3. _____

CAPTURE YOUR...

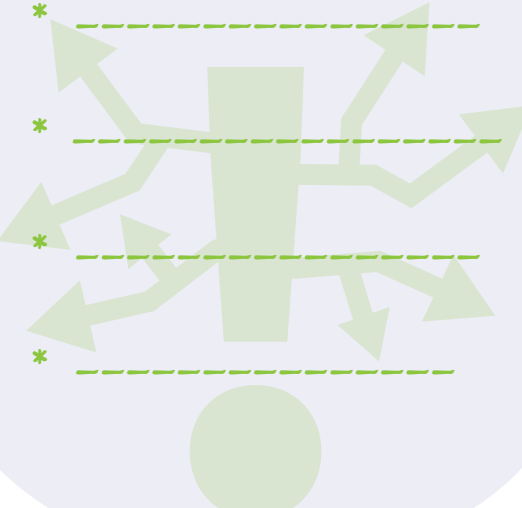
PITCH TALKING POINTS

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A-HA MOMENTS

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BIG IDEAS



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KEY TAKE-AWAYS



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The Idea Scoping Tool

1. Use bullet points to provide an overview of your idea, its characteristics, unique attributes, advantages, and design elements. These will become the supporting points you will use when describing your napkin drawing in Worksheet 1A.

1 DESIGN	
2 ATTRIBUTES	
3 ADVANTAGES	
4 PROOF POINTS	
5 LEGAL AND REGULATORY	

CAPTURE YOUR...

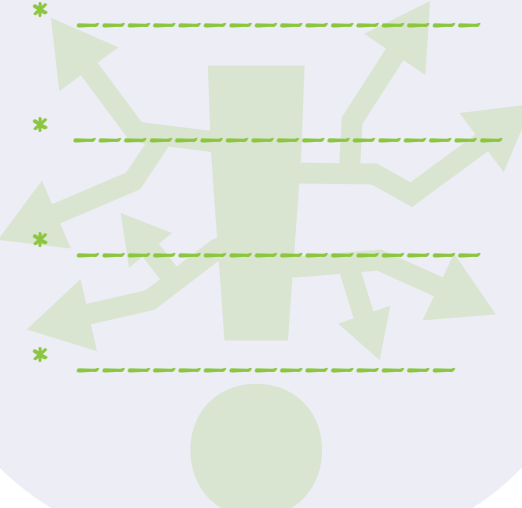
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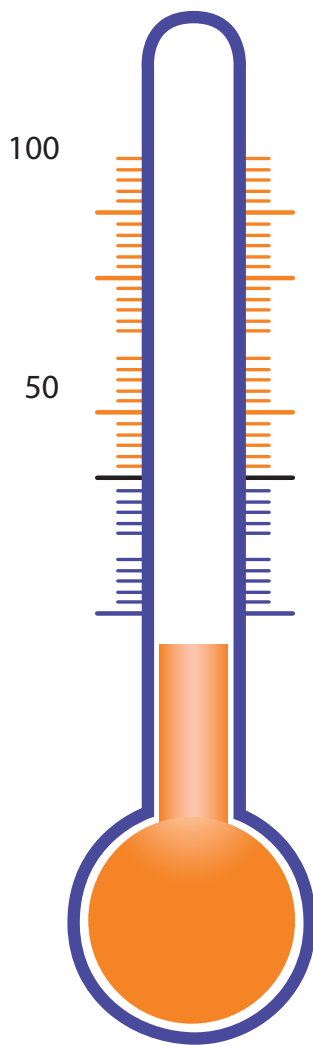
KEY TAKE-AWAYS



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The Commercial Problem Tool

1. Identify the pain and priority of the problem you are proposing to solve.
2. Provide proof this is a burning commercial problem and there is a need/priority to solve it.



PROOF

PRIORITY

PAIN

Write Your Problem Statement

CAPTURE YOUR...

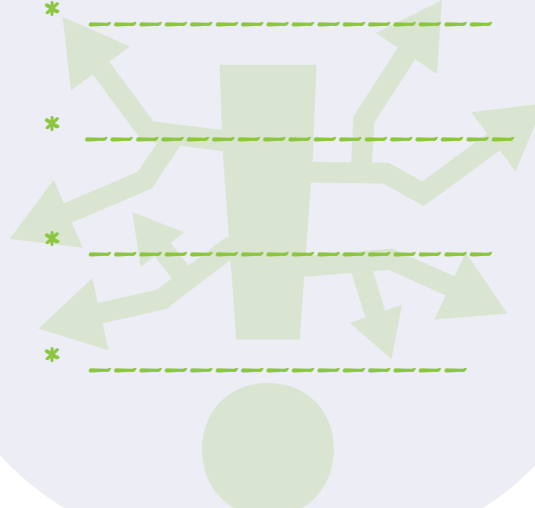
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BIG IDEAS



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KEY TAKE-AWAYS



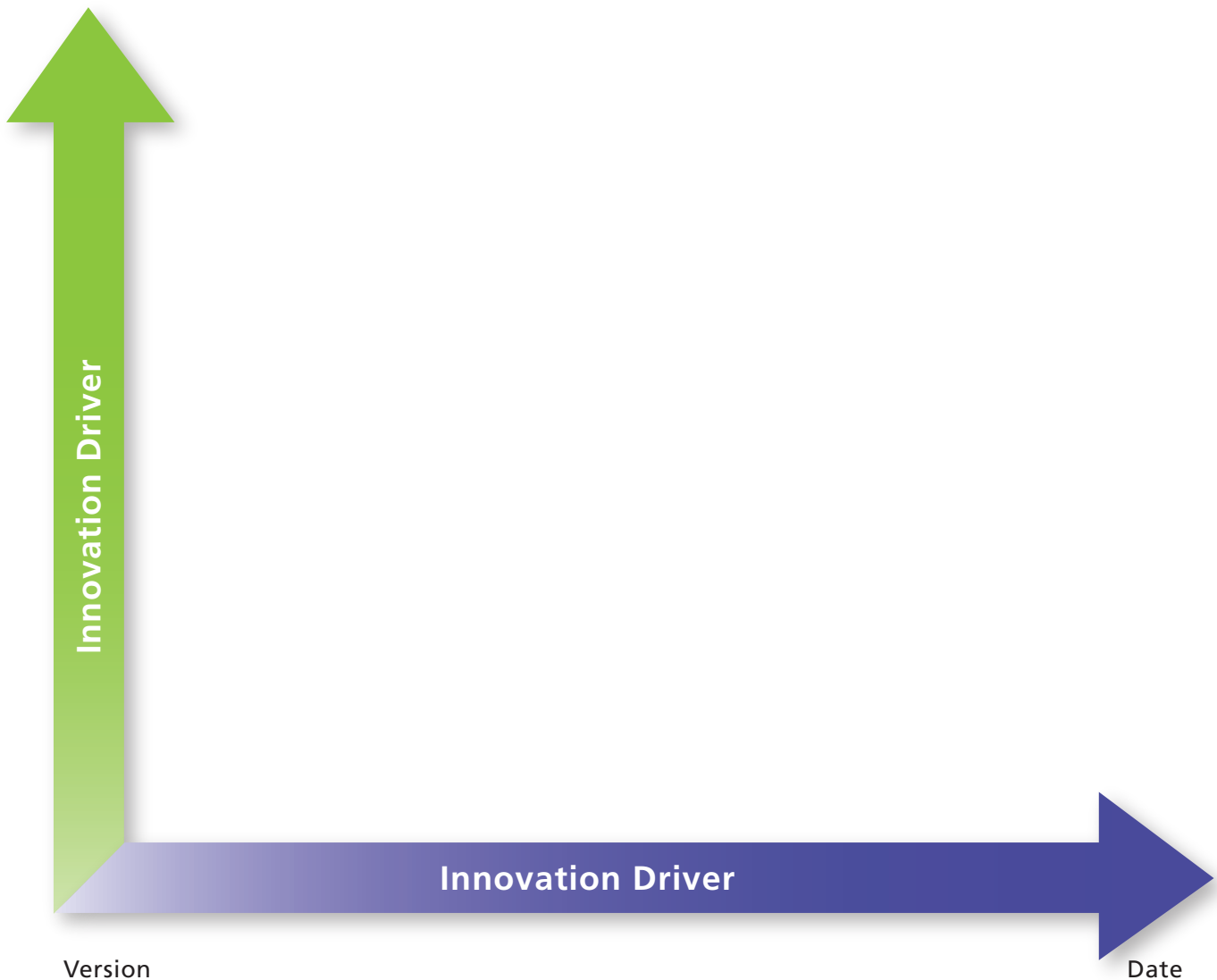
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The Category Map Tool

Highlight the Commercial Opportunity

1. Map the current market space showing the categories of solutions that exist.
2. Use a dotted line to highlight the opportunity for your idea in this landscape.

Title:



CAPTURE YOUR...

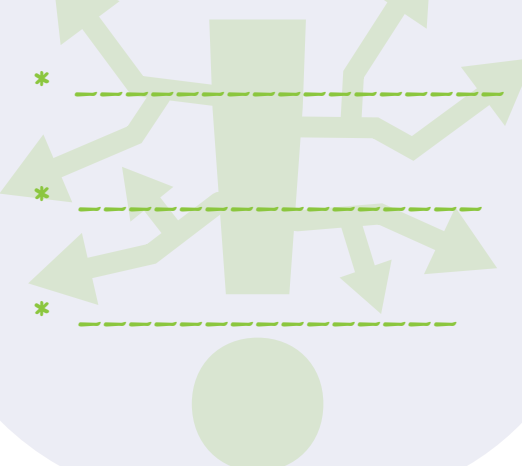
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KEY TAKE-AWAYS



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Who Cares?

4. Who's Your Customer?

5. What's Your Path to Market?

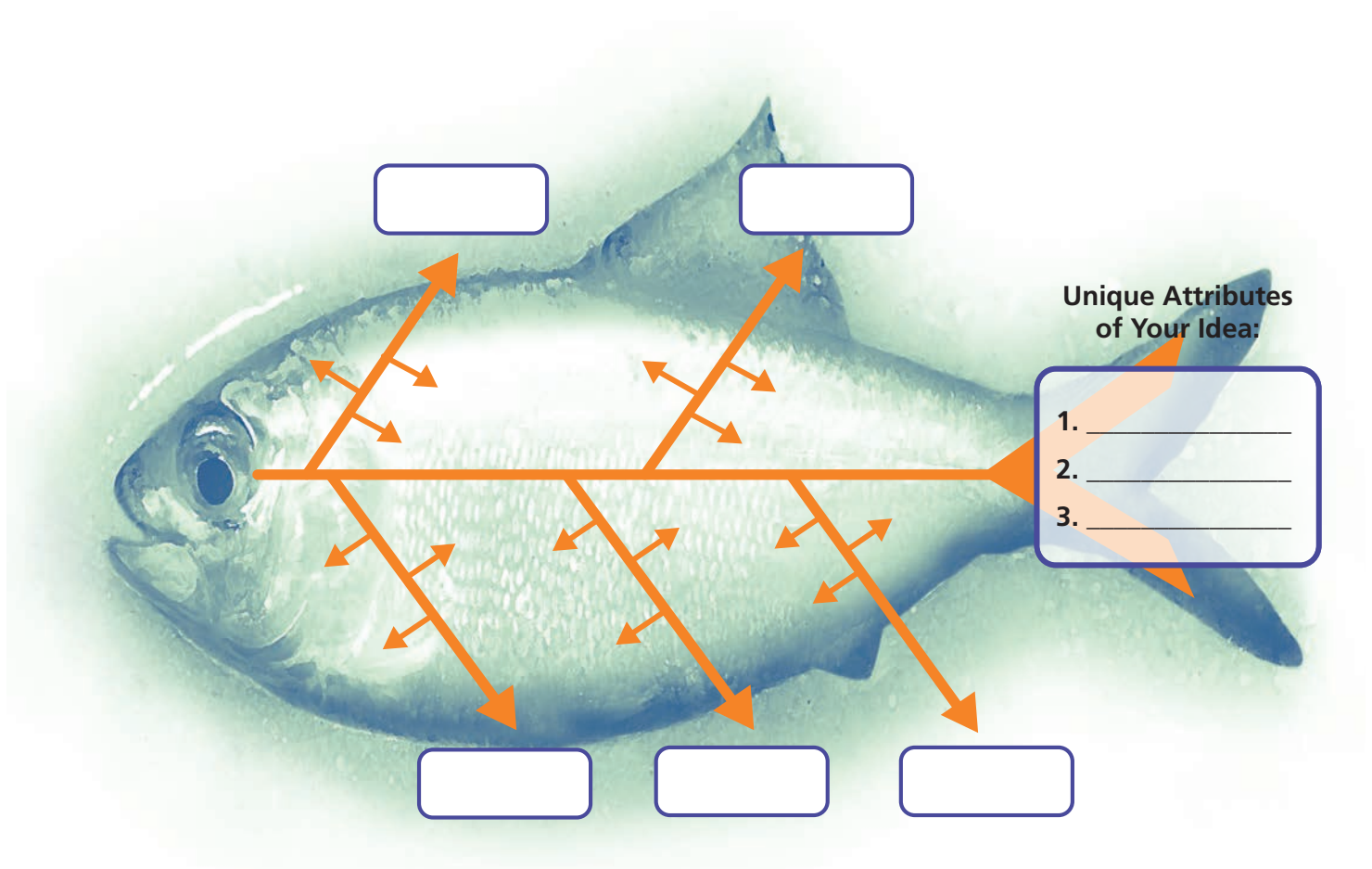
6. Where's the Money?



The Market Fishbone Tool

Explore the Customer Possibilities

1. Label the tail fin with two to three unique attributes of your idea.
Use these to guide your brainstorming.
2. Brainstorm the clusters of customers who might value these unique attributes.
Explore broad industry sectors (markets), followed by the sub-sectors (segments).



CAPTURE YOUR...

PITCH TALKING POINTS

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BIG IDEAS



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KEY TAKE-AWAYS

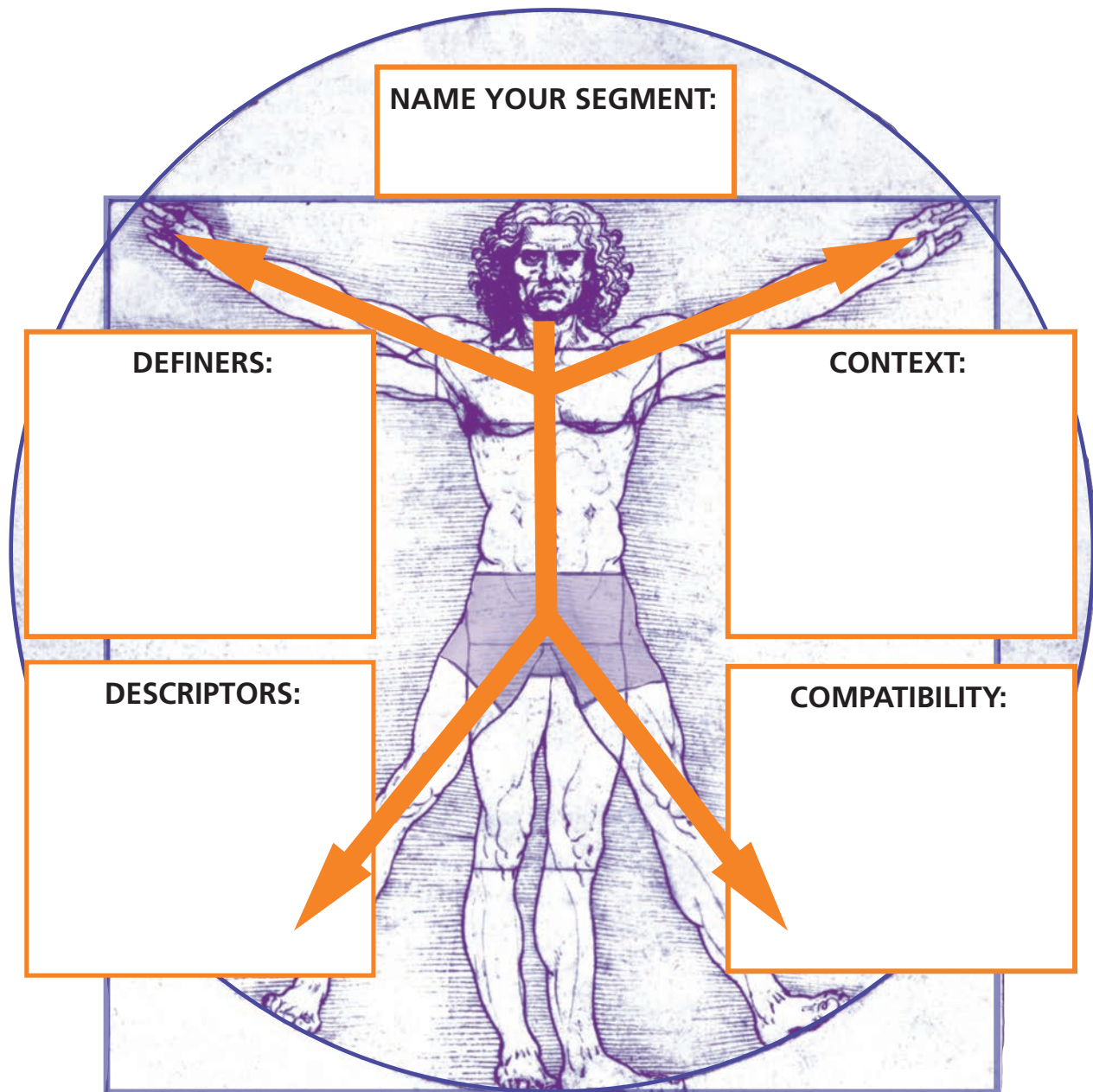


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The Segment Strawman Tool

Create a Use-Case Scenario

1. Profile your target customer using the definers and descriptors.
2. Describe how they will use your idea using context and compatibility.



CAPTURE YOUR...

PITCH TALKING POINTS

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The Ecosystem Ladder Tool

Profile Your Ecosystem

1. List the layers of your ecosystem. Label each rung of the ladder, from the component layer to the final customer or end-user layer.
2. Identify the specific organizations that occupy each layer. Label these individually in columns from left to right using actual company names.

PLAYERS

LAYERS

CAPTURE YOUR...

PITCH TALKING POINTS

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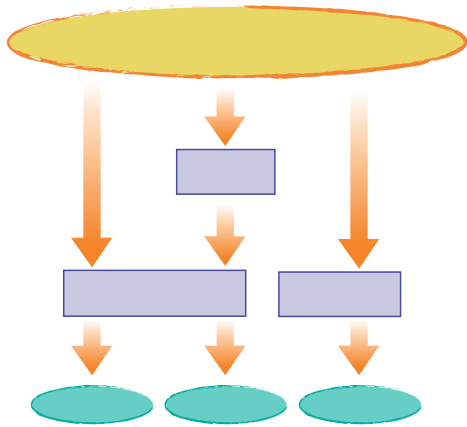
KEY TAKE-AWAYS



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The Channel to Market Tool

Map Your Channel(s) to Market



1. Your channel map is determined by your customer and product characteristics. The diagram to the left will help you visualize what your channel map might look like.
2. Identify your customer segments in circles at the bottom and your name in an oval at the top.
3. Use boxes to indicate the various channel partners that will be used to reach the customer segments.

CAPTURE YOUR...

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KEY TAKE-AWAYS

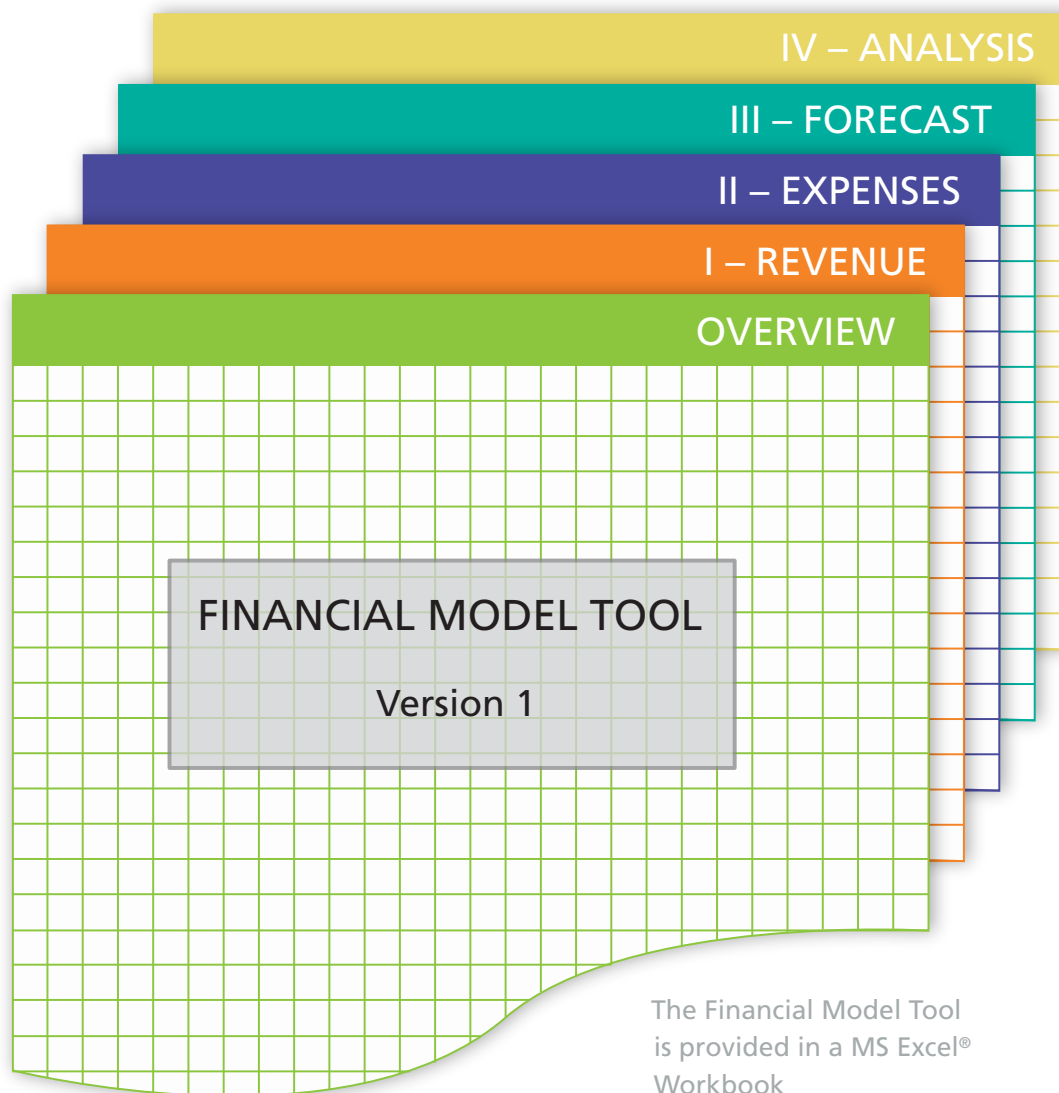


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The Financial Model Tool

Confirm the Financial Viability of Your Opportunity

1. The Financial Model Tool is a MS Excel® Workbook. To get started, download a copy of this workbook from Chapter 6 in the online ToolShed.
2. Use the financial model to test your assumptions. Run multiple scenarios and assess the impact on your financial forecast.



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KEY TAKE-AWAYS



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Why You?

7. What's Your Competitive Edge?
8. Can You Execute?
9. What's Your Value Proposition?



The Competitive Matrix Tool

Profile Your Competitive Landscape

1. Use this chart to capture performance factors about your direct competition.
2. List the factors and competitors in order of perceived importance.

Performance Factor		Competitor	Competitor	Competitor	Competitor	You
1.						
2.						
3.						
4.						
5.						
Price						
Key Claim						
NOTES:						
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CAPTURE YOUR...

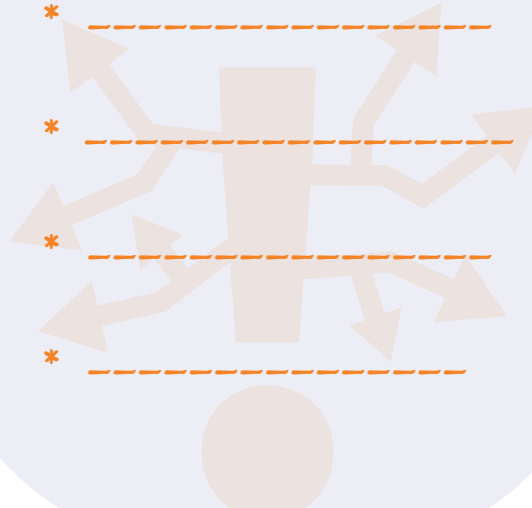
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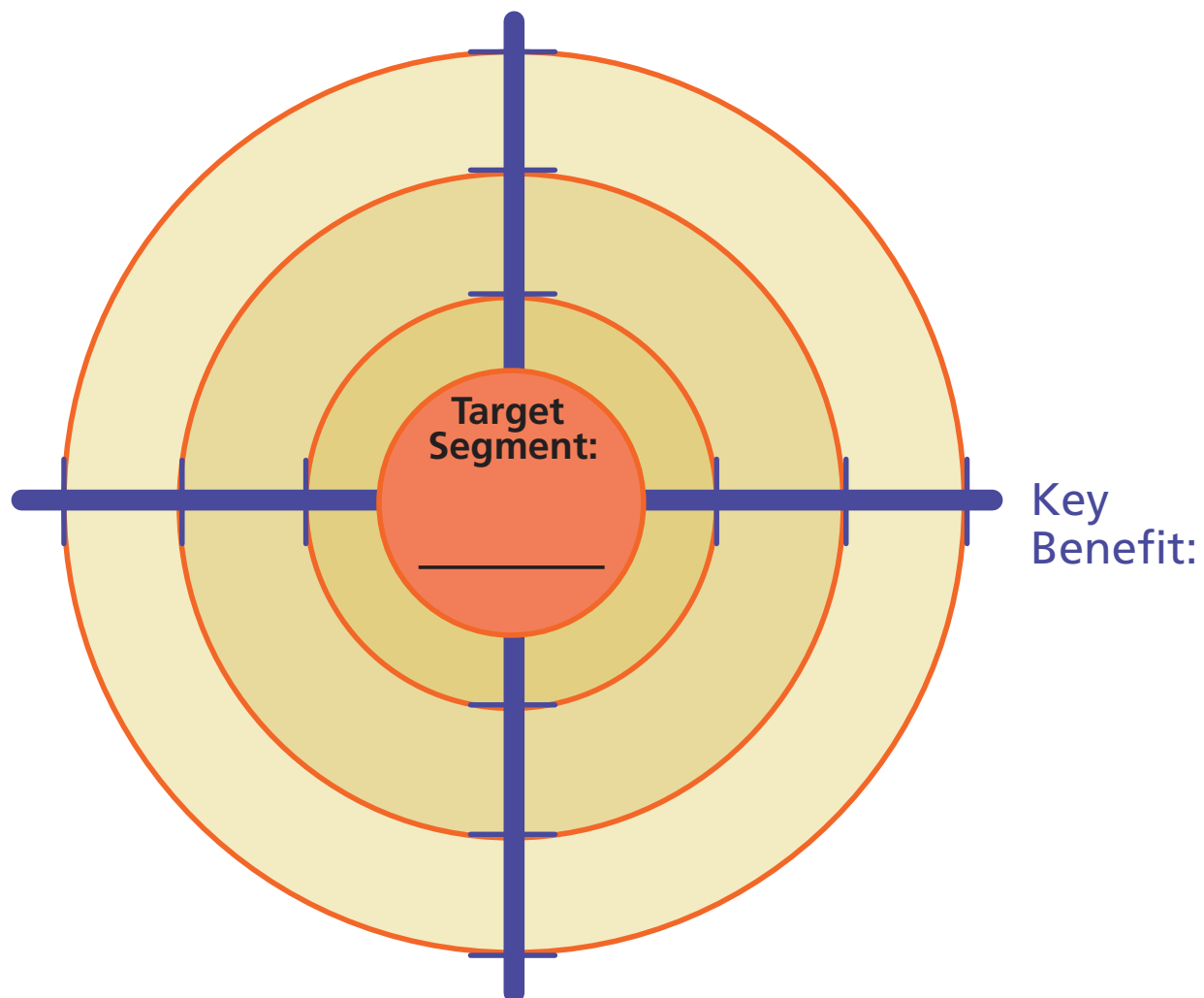
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The Competitive Radar Tool

Highlight Your Competitive Edge

1. Place the name of the target customer segment in the center. Identify the key benefit they look for in your category of solution.
2. Label the differentiator for your idea. Plot the competitors on the radar based upon their ability to deliver on the key benefit and your differentiator.

Your Differentiator:



CAPTURE YOUR...

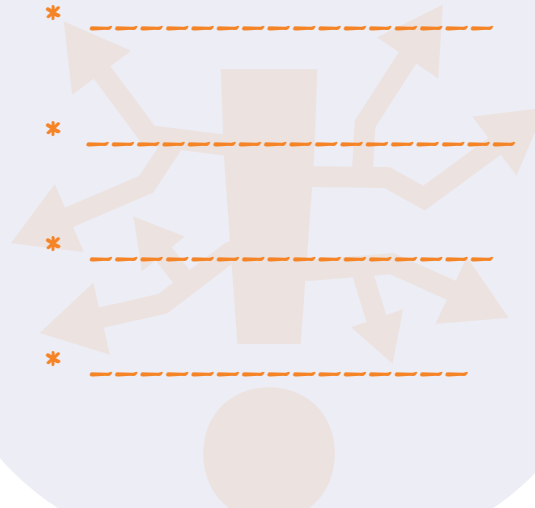
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KEY TAKE-AWAYS



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The Go-to-Market Plan Tool

Map Your Go-to-Market Plan

1. List the potential lead customers.
2. Label the target segments.
3. Summarize the major initiatives, success measures, timing, and risks for each phase.



CAPTURE YOUR...

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The Back of the Envelope Tool

Commit to Your 90-Day Priorities

1. List the key initiatives, activities, risks, and deliverables to execute in the next 90 days.
2. Manage your priorities from the back of this envelope.

The image shows a white envelope with a torn edge on the right side. The envelope is divided into four sections by blue ovals at the top, each containing a label in blue text: "Key Initiatives:", "Activities:", "Risks:", and "Deliverables:". The envelope is shown from a slightly elevated perspective, casting a soft shadow on the surface below it.

CAPTURE YOUR...

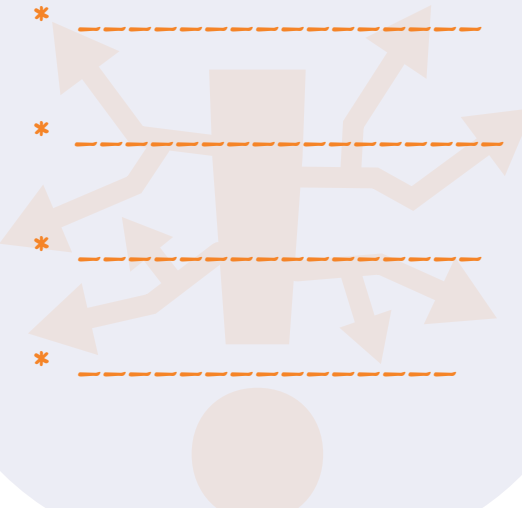
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The Storyboard Tool

1. Set up your storyboard on a large wall using kraft paper – 36" x 20' is an ideal size.
2. Mount your completed So what? who cares? why you? worksheets on to the appropriate frame.
3. Connect the dots in your story, capturing big ideas, key take-aways, and a-ha moments. These will form the storyline.

So What?

<p style="text-align: center;">1. What's Your Idea?</p>	<p style="text-align: center;">2. What's the Problem?</p>	<p style="text-align: center;">3. Where Does Your Idea Fit?</p>
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Who Cares?

<p style="text-align: center;">4. Who's Your Customer?</p>	<p style="text-align: center;">5. What's the Path to Market?</p>	<p style="text-align: center;">6. Where's the Money?</p>
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Why You?

<p style="text-align: center;">7. What's Your Competitive Edge?</p>	<p style="text-align: center;">8. Can You Execute?</p>
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KEY TAKE-AWAYS



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Want More?



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Training and certification to coach innovators using the WKI methodology.

Online Toolkits

Make WKI part of your innovation process.

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Have Founder, Wendy Kennedy, speak at your next event.

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