

CONCEPT CARD TEMPLATE

<p>1. FOR Describe your customer</p>	<p>2. PROBLEMS Describe your customer's problems</p>	<p>SKETCH IT Visualise your solution</p>
<p>3. WE OFFER Describe the solution you're offering</p>	<p>4. BUSINESS OPPORTUNITIES Describe revenue model ideas</p>	
		<p>5. FUTURE PROOF? Plot your idea on this axis</p> 