

## We met ...

Which user were you inspired by?

---


## We discovered ...

What did you learn that amazed you?

---

## It's really about helping our user ...

What does s/he feel or need? - This should be a verb.



## SOLUTION

Name .....

is a/an Event? Platform? Be really specific. .....

---

## FUNCTION

that provides the user with What does your solution do? What does it offer? .....

---

## BENEFIT

so that the user feels What is the emotional benefit for the user? .....

---

## SCALING POTENTIAL

it can also help Which other users may need that solution? .....

