

Who is it for?
(your target audience)

Theme of Change?
(people, products or pieces)



Idea summary

Project stage:
Refining your design

What does it do?
(what is the function of your product?)

Your idea
(in one sentence)

What's already out there?
(are there similar products already?)

It's a great idea because...
(your unique selling point)

We still haven't figured out...
(what do you need to do next?)

How could it be made?
(materials, manufacturing,
cost, sustainability)