

Who is it for?
(your target audience)

Does it improve everyday life?
(solve a problem / fun / make easier)



**DESIGN
VENTURA**
2009–2019

**the
DESIGN
MUSEUM**

+

BORN TO BE

The Deutsche Bank youth
engagement programme



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)

What does your target audience think?
(ask questions and test with them)

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