

**Who is it for?**  
(your target audience)

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



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)