

Concept Card

Name

Participant name

A 1-page template to move quickly from random "post-it" ideas to a clear concept overview

Concept name

Concept name

TARGET PERSONA

Who is the product for? What user pains are being addressed?

THE BIG IDEAS

Select your top 3-5 ideas from brainstorming session

VISUALISE YOUR SOLUTION

Sketch a storyboard of your idea in action

(Description)	(Description)	(Description)
(Description)	(Description)	(Description)

VALUE PROPOSITION

Lorem ipsum

REVENUE/ BUSINESS MODEL

Lorem ipsum