

Design
Your
Business

Innovation

Channels
to
Market



Who
are the
BUYERS?



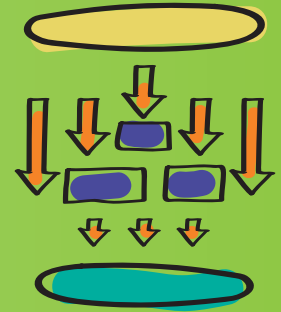
SKETCH
YOUR IDEA
on a napkin



PITCH YOUR
BUSINESS



Investor
Ready



UNIQUENESS



VALUE
proposition



Design TOOLKIT

Name: _____

- 1. What's Your Idea?**
- 2. What's the Problem?**
- 3. Where Does Your Idea Fit?**



The Napkin Drawing Tool

Sketch Out Your Idea on a Napkin

1. Draw your idea or concept in "big picture" terms.
2. Sketch out your idea in action using images, circles, arrows, etc.



Unique Attributes of Your Idea:

1. _____
2. _____
3. _____

CAPTURE YOUR...

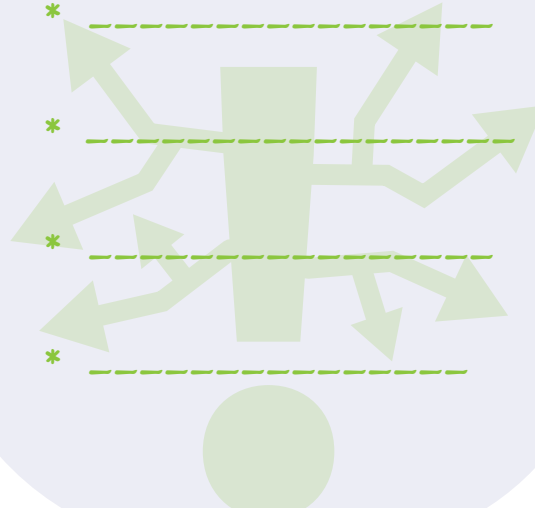
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

The Idea Scoping Tool

1. Use bullet points to provide an overview of your idea, its characteristics, unique attributes, advantages, and design elements. These will become the supporting points you will use when describing your napkin drawing in Worksheet 1A.

1 DESIGN	
2 ATTRIBUTES	
3 ADVANTAGES	
4 PROOF POINTS	
5 LEGAL AND REGULATORY	

CAPTURE YOUR...

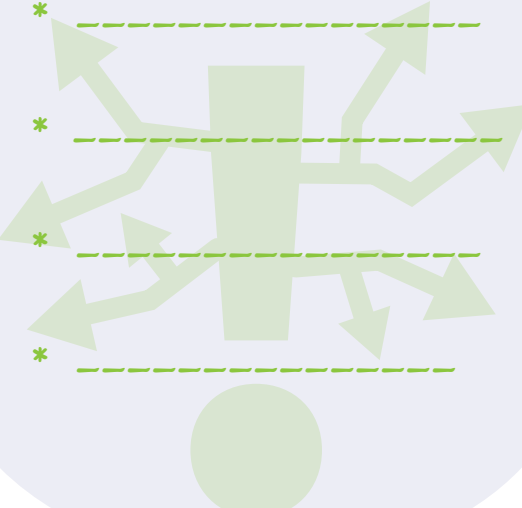
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

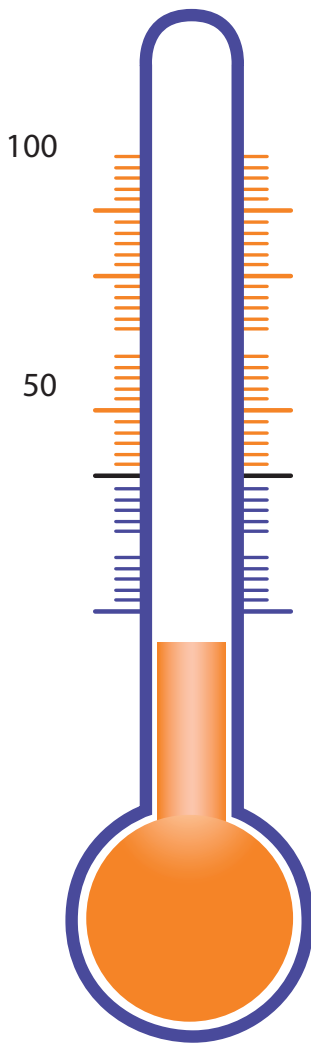
KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

The Commercial Problem Tool

1. Identify the pain and priority of the problem you are proposing to solve.
2. Provide proof this is a burning commercial problem and there is a need/priority to solve it.



PROOF
PRIORITY
PAIN

Write Your Problem Statement

CAPTURE YOUR...

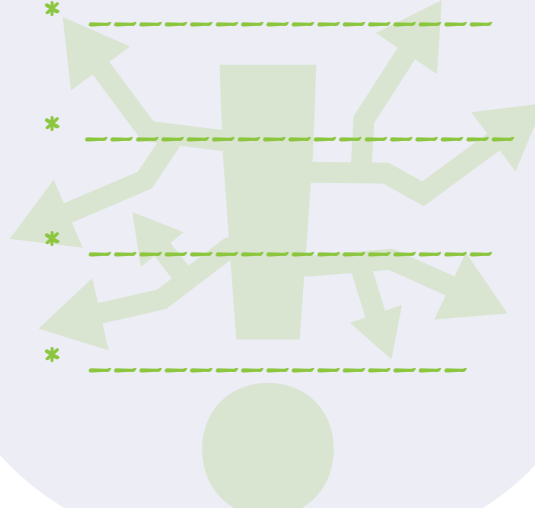
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



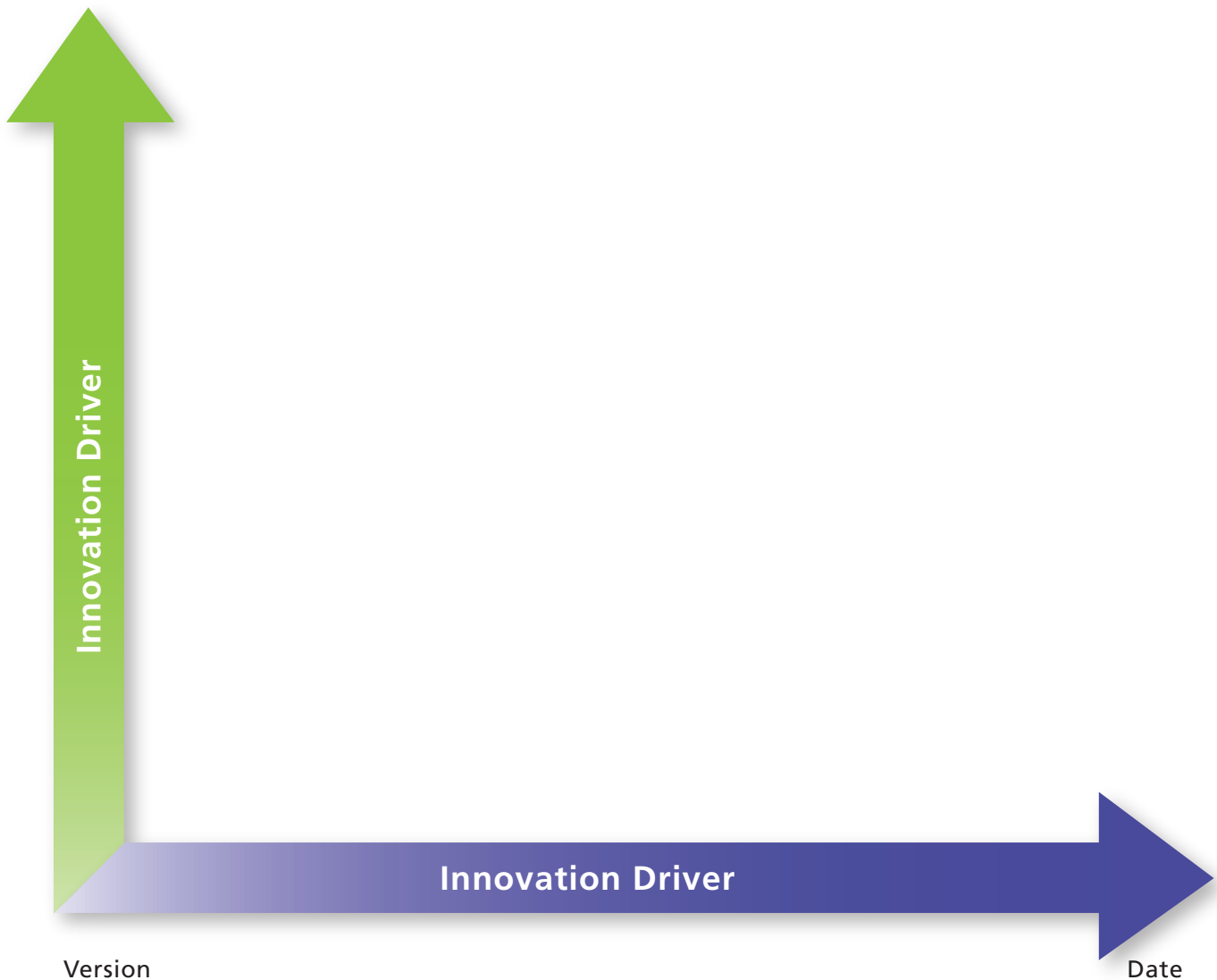
- * _____
- * _____
- * _____
- * _____

The Category Map Tool

Highlight the Commercial Opportunity

1. Map the current market space showing the categories of solutions that exist.
2. Use a dotted line to highlight the opportunity for your idea in this landscape.

Title:



CAPTURE YOUR...

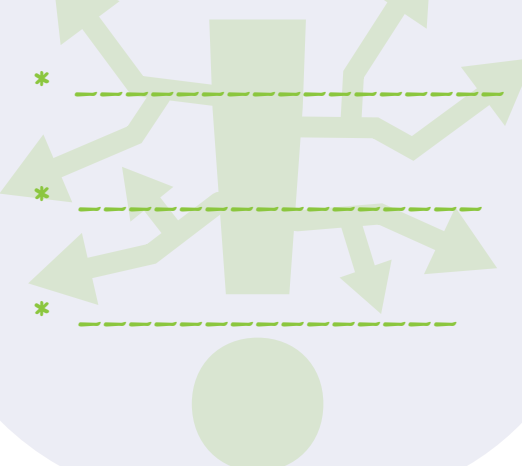
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

4. Who's Your Customer?

5. What's Your Path to Market?

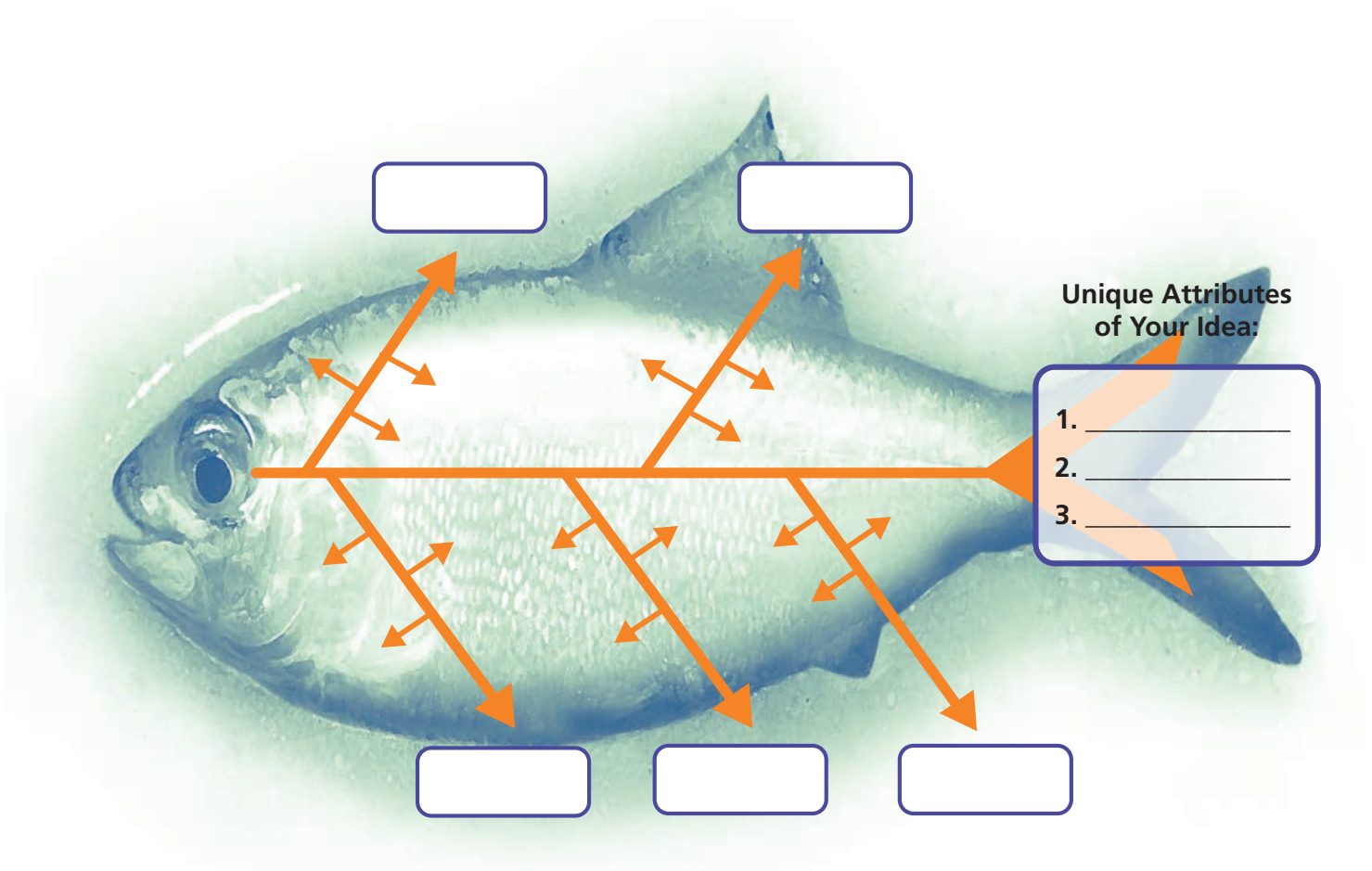
6. Where's the Money?



The Market Fishbone Tool

Explore the Customer Possibilities

1. Label the tail fin with two to three unique attributes of your idea.
Use these to guide your brainstorming.
2. Brainstorm the clusters of customers who might value these unique attributes.
Explore broad industry sectors (markets), followed by the sub-sectors (segments).



CAPTURE YOUR...

PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS

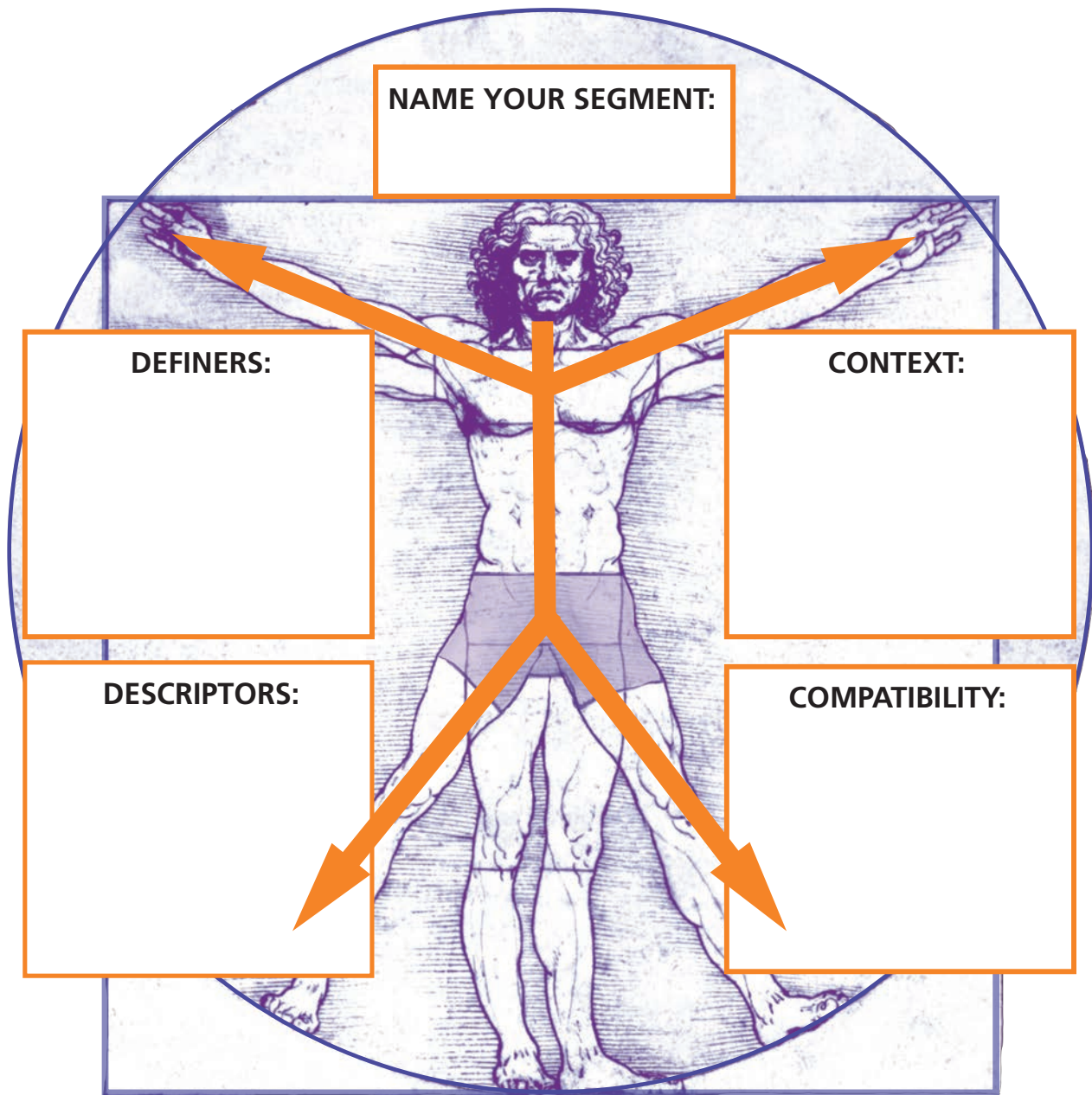


- * _____
- * _____
- * _____
- * _____

The Segment Strawman Tool

Create a Use-Case Profile

1. Profile your target customer using the definers and descriptors.
2. Describe how they will use your idea using context and compatibility.



CAPTURE YOUR...

PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS

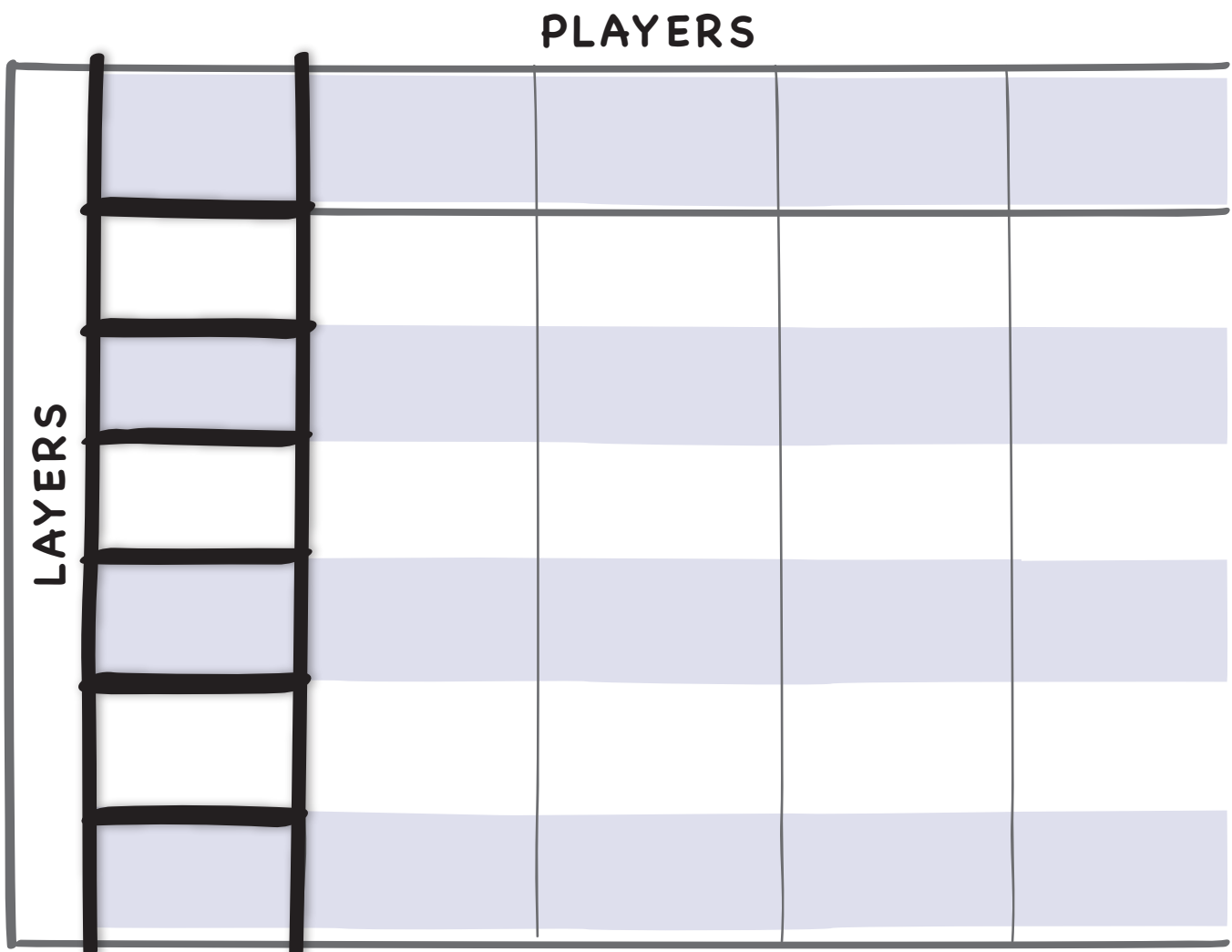


- * _____
- * _____
- * _____
- * _____

The Ecosystem Ladder Tool

Profile Your Ecosystem

1. List the layers of your ecosystem. Label each rung of the ladder, from the component layer to the final customer or end-user layer.
2. Identify the specific organizations that occupy each layer. Label these individually in columns from left to right using actual company names.



CAPTURE YOUR...

PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

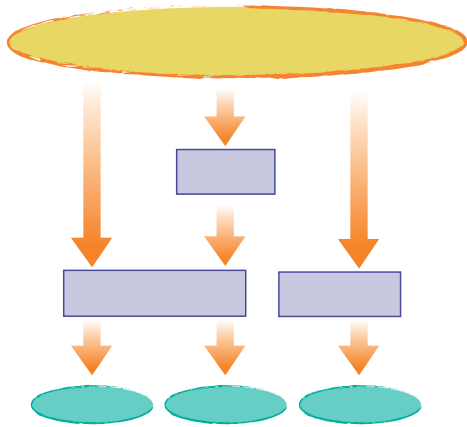
KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

The Channel to Market Tool

Map Your Channel(s) to Market



1. Your channel map is determined by your customer and product characteristics. The diagram to the left will help you visualize what your channel map might look like.
2. Identify your customer segments in circles at the bottom and your name in an oval at the top.
3. Use boxes to indicate the various channel partners that will be used to reach the customer segments.

CAPTURE YOUR...

PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS

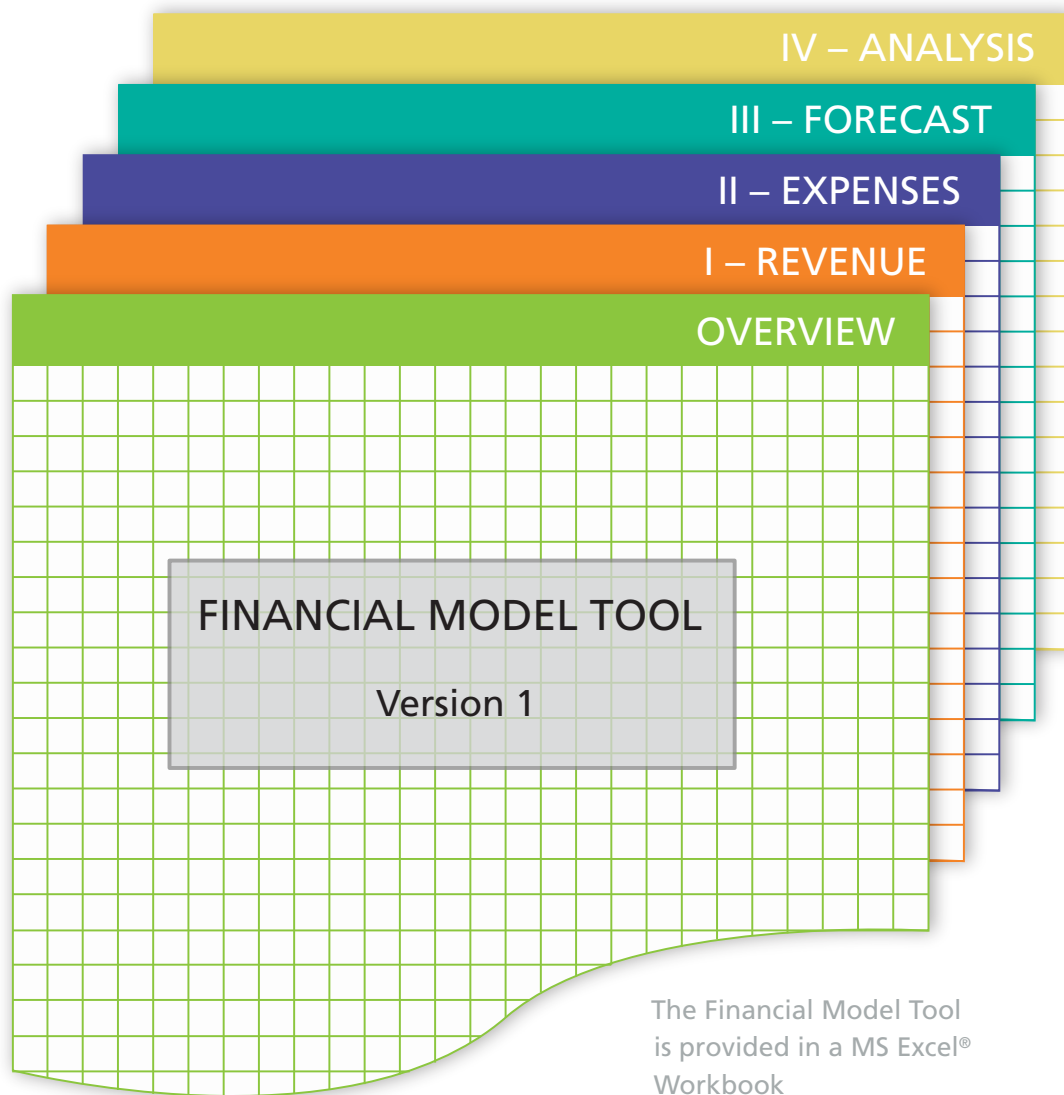


- * _____
- * _____
- * _____
- * _____

The Financial Model Tool

Confirm the Financial Viability of Your Opportunity

1. The Financial Model Tool is a MS Excel® Workbook. To get started, download a copy of this workbook from Chapter 6 in the online ToolShed.
2. Use the financial model to test your assumptions. Run multiple scenarios and assess the impact on your financial forecast.



CAPTURE YOUR...

PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

7. What's Your Competitive Edge?
8. Can You Execute?
9. What's Your Story?



The Competitive Matrix Tool

Profile Your Competitive Landscape

1. Use this chart to capture performance factors about your direct competition.
2. List the factors and competitors in order of perceived importance.

Performance Factor		Competitor	Competitor	Competitor	Competitor	You
1.						
2.						
3.						
4.						
5.						
Price						
Key Claim						
NOTES:						
<hr/>						
<hr/>						
<hr/>						
<hr/>						

CAPTURE YOUR...

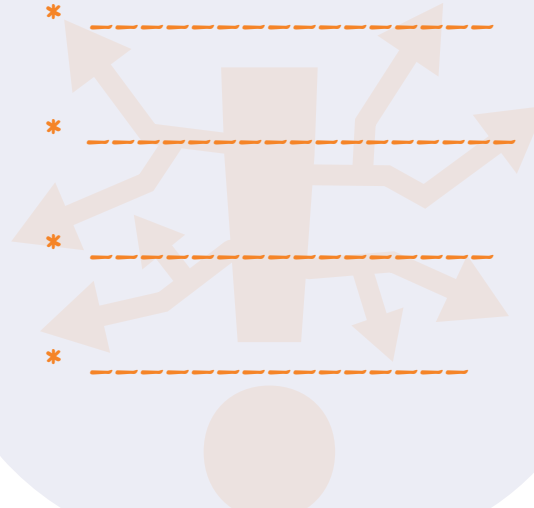
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



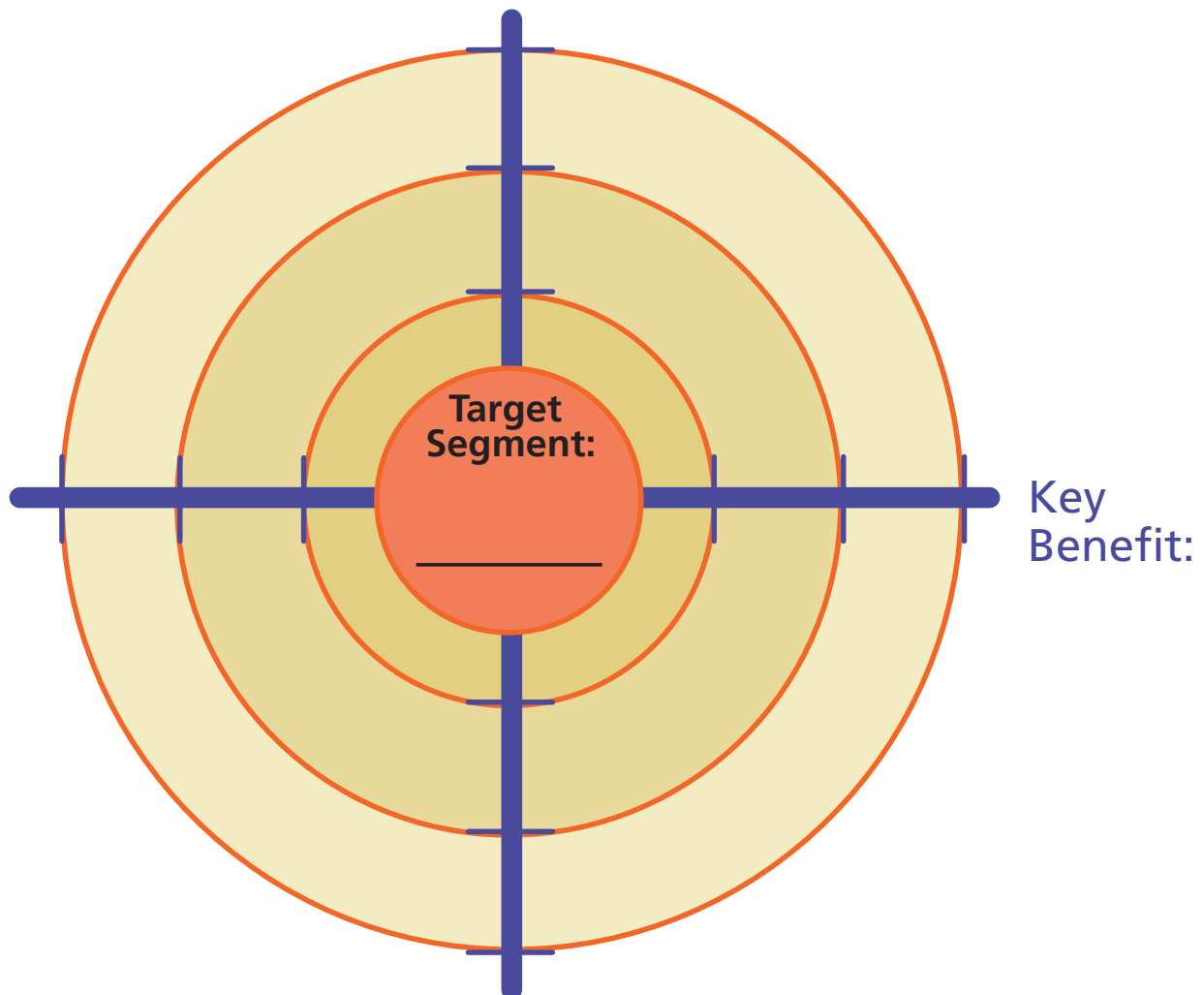
- * _____
- * _____
- * _____
- * _____

The Competitive Radar Tool

Highlight Your Competitive Edge

1. Place the name of the target customer segment in the center. Identify the key benefit they look for in your category of solution.
2. Label the differentiator for your idea. Plot the competitors on the radar based upon their ability to deliver on the key benefit and your differentiator.

Your Differentiator:



CAPTURE YOUR...

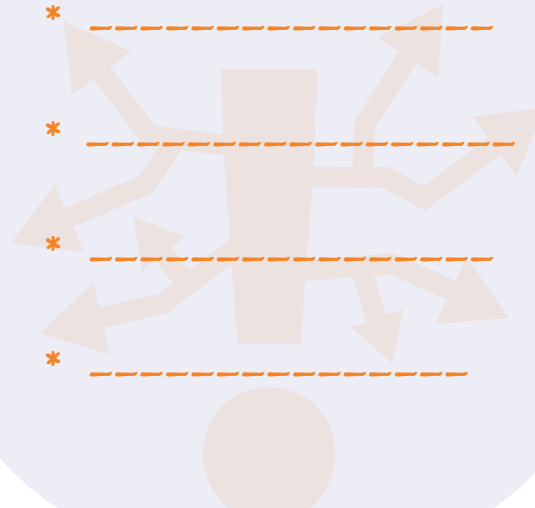
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS

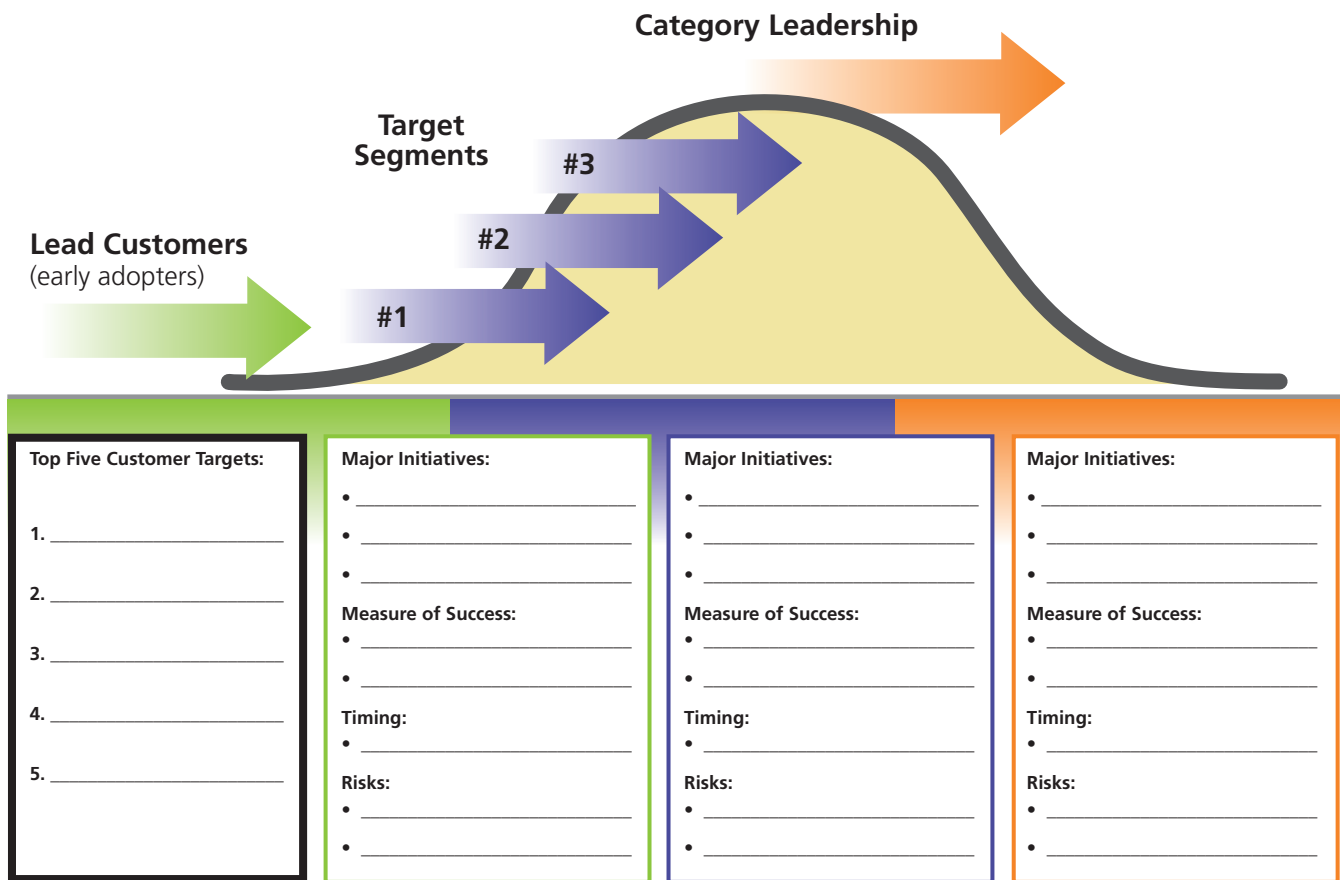


- * _____
- * _____
- * _____
- * _____

The Go-to-Market Plan Tool

Map Your Go-to-Market Plan

1. List the potential lead customers.
2. Label the target segments.
3. Summarize the major initiatives, success measures, timing, and risks for each phase.



CAPTURE YOUR...

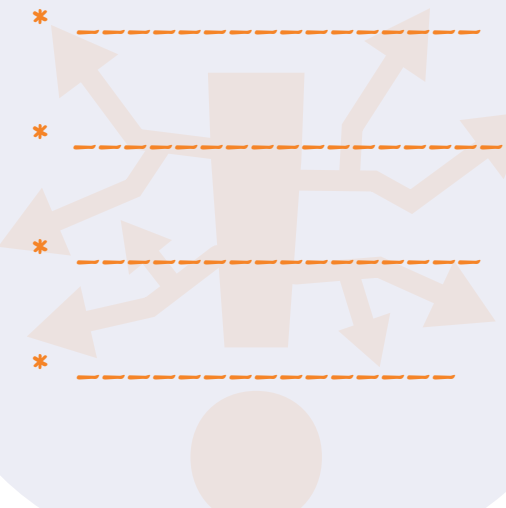
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

The Back of the Envelope Tool

Commit to Your 90-Day Priorities

1. List the key initiatives, activities, risks, and deliverables to execute in the next 90 days.
2. Manage your priorities from the back of this envelope.



CAPTURE YOUR...

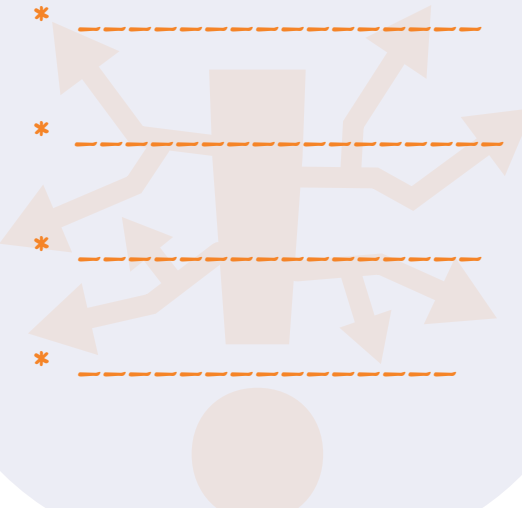
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

The Storyboard Tool

1. Set up your storyboard on a large wall or whiteboard.
2. Mount your completed worksheets on to the appropriate frame.
3. Connect the dots in your story, capturing big ideas, key take-aways, and a-ha moments. These will form the storyline.

So What?

1. What's Your Idea?	2. What's the Problem?	3. Where Does Your Idea Fit?
----------------------	------------------------	------------------------------

Who Cares?

4. Who's Your Customer?	5. What's the Path to Market?	6. Where's the Money?
-------------------------	-------------------------------	-----------------------

Why You?

7. What's Your Competitive Edge?	8. Can You Execute?
----------------------------------	---------------------

CAPTURE YOUR...

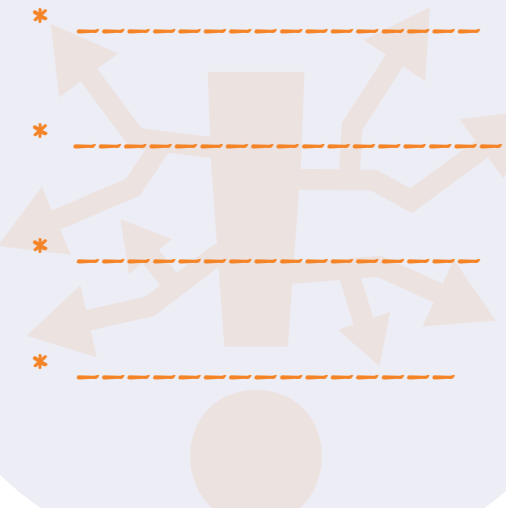
PITCH TALKING POINTS

- * _____
- * _____
- * _____
- * _____



A-HA MOMENTS

- * _____
- * _____
- * _____
- * _____



BIG IDEAS



- * _____
- * _____
- * _____
- * _____
- * _____
- * _____

KEY TAKE-AWAYS



- * _____
- * _____
- * _____
- * _____

Want More?



Certification

Training and certification to coach innovators using the WKI methodology.

Online Toolkits

Make WKI part of your innovation process.

Speaking

Have Founder, Wendy Kennedy, speak at your next event.

Bulk Book Orders

Give the toolkit to innovators to inspire them to explore the value of their ideas.

Workshops

Introduce the WKI methodology through a one-day workshop.



www.wendykennedy.com
+1-613-851-6621