

# Concept Poster

Use this template to solidify an idea and be prepared to pitch it to your team or client.

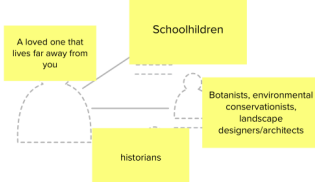
1

Gain clarity on how to execute and pitch your idea

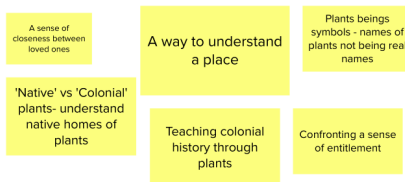
WHAT IS THE CONCEPT CALLED?

Your concept name here...

WHO IS IT FOR?



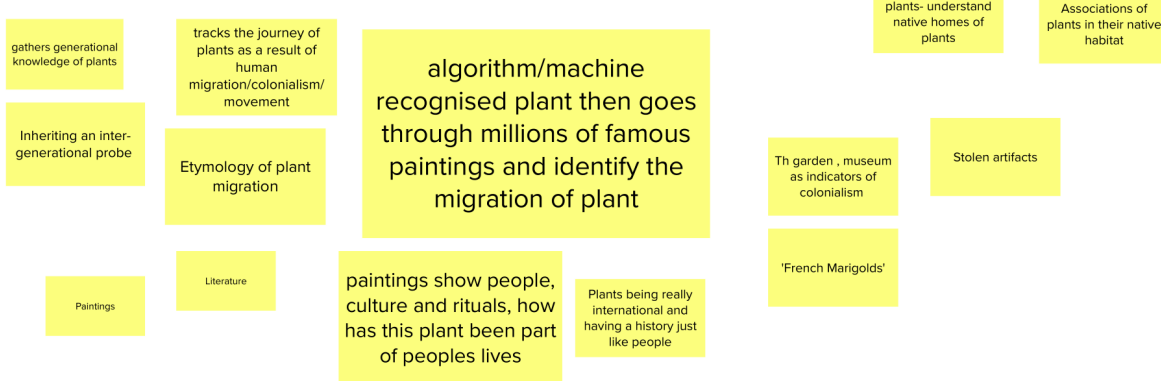
WHAT PROBLEM DOES IT SOLVE?



WHAT IS THE BIG IDEA?



ILLUSTRATE HOW IT WORKS



WHY MIGHT IT FAIL?



WHAT SHOULD WE PROTOTYPE AND TEST?



HOW MIGHT WE MEASURE SUCCESS?



WHAT'S OUR BUDGET & TIMEFRAME?

\$ your budget

