

What do you hope to learn from your first school-based prototype?

What will you look for (early indicators) to know this solution is working for you?

What do you need to Make It Real on Monday? (resource)

Who do you need to involve to Make It Real? (stakeholders)

CALENDAR

PLAN IT

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

VALUE-PROP:

You should be able to communicate what this idea is all about to friends and colleagues on Monday so you can inspire them to help you “Make It Real”. Use this madlib to get started:

_____ (idea name)

IS THE ONLY _____ (WHAT/category)

THAT _____ (HOW/point of differentiation)

FOR _____ (WHO/who is using this?)

WHO _____ (WHY?/what’s the need)

IN THE ERA OF _____ (WHEN/underlying trend)