



European Entrepreneurs Campus - Transfer, configuration and development of multidisciplinary model for promoting entrepreneurship in VET and higher education



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IDEA assumption cards

WHAT?

The “IDEA Assumption cards” is a tool designed to be used in several contexts:

- in entrepreneurship teaching in higher education
- in mentoring and coaching of potential entrepreneurs
- to structure a dialogue between team members

WHY?

In idea generation and idea development you are often inclined to focus on the product and its characteristics. This tool helps you focus on the other factors. And it provides an overview.

The tool will stimulate creative thinking and help you to become familiar with decision making and negotiating processes.



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WHEN?

The IDEA assumption card is a tool you can use in the testing face.

HOW?

The assumption cards are divided into the following focus points – each marked with a color:

- Customers (green)
- Solutions (yellow)
- Sales (green)
- Organisation (blue)
- Economy (red)

A team of entrepreneurs can individually or in group fill out the cards with few and precise words. Through conversation a common understanding of opportunities and challenges is promoted. It is essential to fill in with just a few words/figures in each box.



Problem

We believe that our customers need to...

Number of customers

The number of potential customers in our primary target audience will be

Importance

We believe that the customer evaluates the importance of the problems / the needs to be...

Types of customers

We believe that the following persons will be involved in the decision-making of our primary customers ...





The first costumer

We expect that our first customers will be...



Other segments

We also believe that our solution can be relevant to ...



Channels

We expect to sell our solution through...



Sales per channel

We expect that each channel / sales person can sell for ...





Channel coverage

We expect that these channels to reach out to ...% of the potent



Channels costs

We expect that the primary channel's share of the profit will





The solution

We believe that customer requirements can be met by offering



Customer value – primarily

The customer's benefits of our solution will especially be ...



Customer value – secondary

The value for the customer will also be...



Price level

We believe that customers will be willing to pay...





Features

We believe that the customer will be especially happy for the following reasons and functions ...



Positioning

Compared with alternatives the customers will think of our services as ...





Key activities

What we especially need to be good at the company is...



Lacking competences

We believe that we lack competences in...



The partner's activities

What we can benefit from getting others to do for us is ...



Hours

We expect to use in all ... hours per week on the project....





Acquisitions

The main acquisitions in the short term will be...



Advisors and helpers

We expect that the following persons outside the team will support the project....



Competences

We believe that the competences of the team is comprehensive for...



Intellectual rights

We expect to protect our solution against our competitors by...





Revenue

We expect that the customer will pay for ...



Sales costs

We expect that sales and marketing costs per sale will be ...



Purchase per customer

We expect that the purchase per customer each year will be ...



Development costs

We expect that the total development costs will be ...





Cost price

We expect that the solution can be produced/delivered for the price



