

5# VALUE / BENEFITS

User value / Benefits to your team?

1# TEAM

Whos is in your team?

8# POSITIONING

How does your solution connect with strategic development of Helsinki city?

6# WHO DO YOU NEED?

What kind of talent and expertise do you need in your project?

2# PROBLEM

What is the challenge you want to solve? What are the problems behind the challenge?

9# BENCHMARKING / COMPETITION

Who has tried to solve the same challenge and how? What kind of similar solutions do you know of? How is your solution better compared to the existing ones?

7# HOW DOES IT WORK?

Describe at least 4 phases or functions of your idea/solution.

3# SOLUTION

What is your solution in one sentence?

10# DEFINE YOUR COMMUNITY

Name groups, organizations, target user segments, companies, etc. that are affected by your idea. How could you co-operate with them. Who could be your mentor?

4# GOAL

What do you want to achieve with this solution?

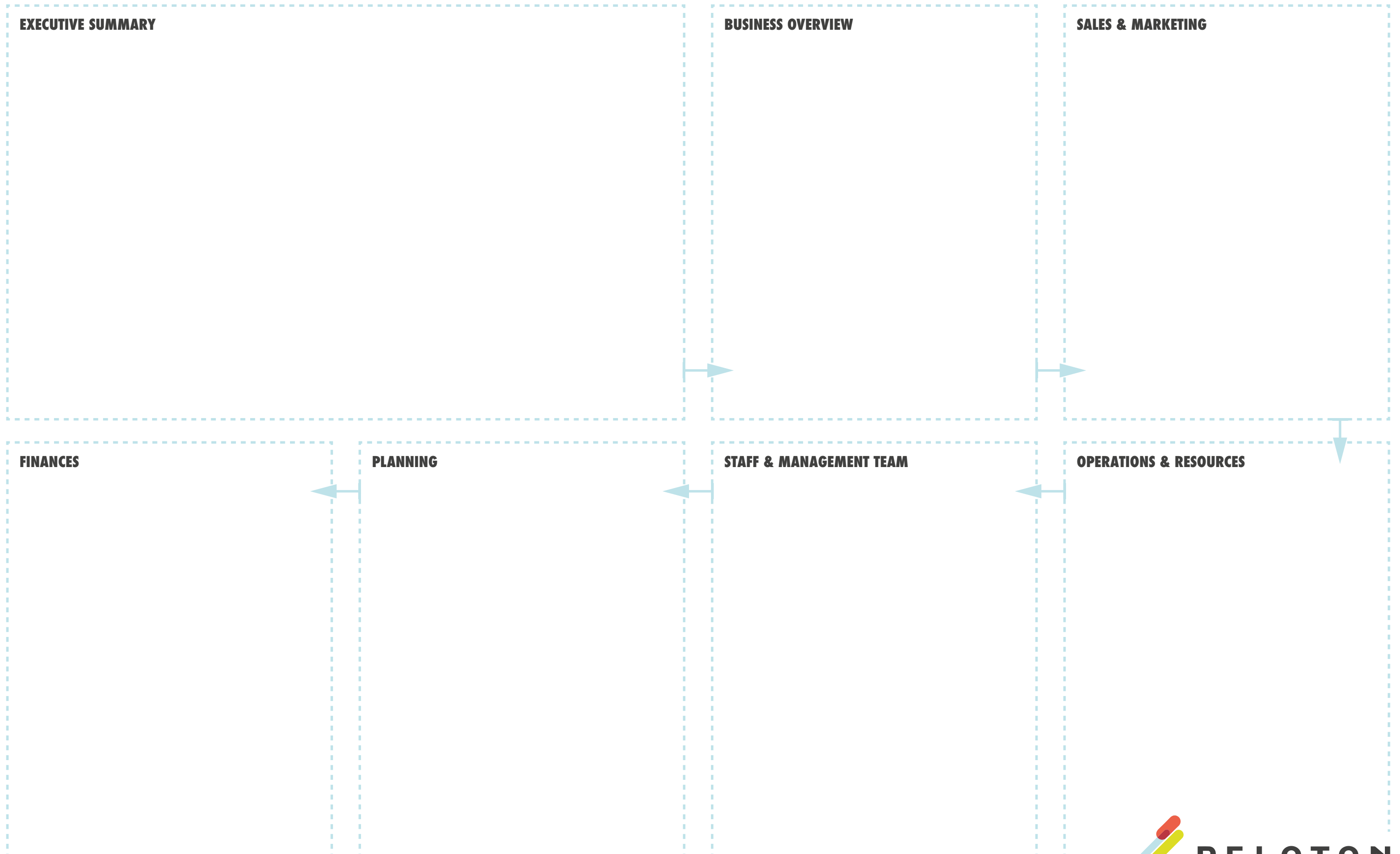
What key issue are you addressing and why is it important?

Who is it a problem for?

What social/cultural factors shape this problem?

What evidence do you have that this is worth the investment?

Can you think of this problem in a different way? Can you reframe it?



ENHANCE
What does it bring new value to?

REPLACE
What does it make less desirable?

KEY FOCUS
of your projects or organization

RE-USE
What does it build upon?

LIMIT
What could be the negative effects
when pushed to extremes?

ALWAYS IMPORTANT	SOMETIMES IMPORTANT	RARELY IMPORTANT	NEVER IMPORTANT

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HYPOTHESIS

Specify the main idea/hypothesis that you want to test

QUICKLY TRY OUT YOUR IDEA TO JUDGE WHETHER IT CAN WORK IN REAL LIFE.

Build a small model of your idea using cardboard, paper, playing blocks or any material you see lying around. This is so you can see your idea in three dimensions and check whether it would work smoothly or has gaps.

Act out parts of your idea when you meet with your target audience. Pretend that your idea is launched. How will they know of it and use it? Try acting out different possibilities to learn about alternative ways of doing things.

Draw the experience of finding out and using your work in the form of a story to make sure you've not missed any step.

TEST YOUR IDEA AGAIN AFTER HAVING DEVELOPED IT FURTHER TO EXAMINE DETAILS BEFORE LAUNCHING IT.

Build a new model of your idea. Since you have developed your idea further, you should now have more details and elements in it to test and check whether they all work in synchronisation.

Act out your idea again. Check whether the different elements are matching properly.

Again draw the experience of using your work in more detail than before. Test out if all the steps in your story are working well together.

MAKE A LIST OF ALL THE THINGS THAT YOU NEED TO MAKE YOUR IDEA REAL.

List things like activities, resources, people and materials that you need to make your idea realistic enough to implement.



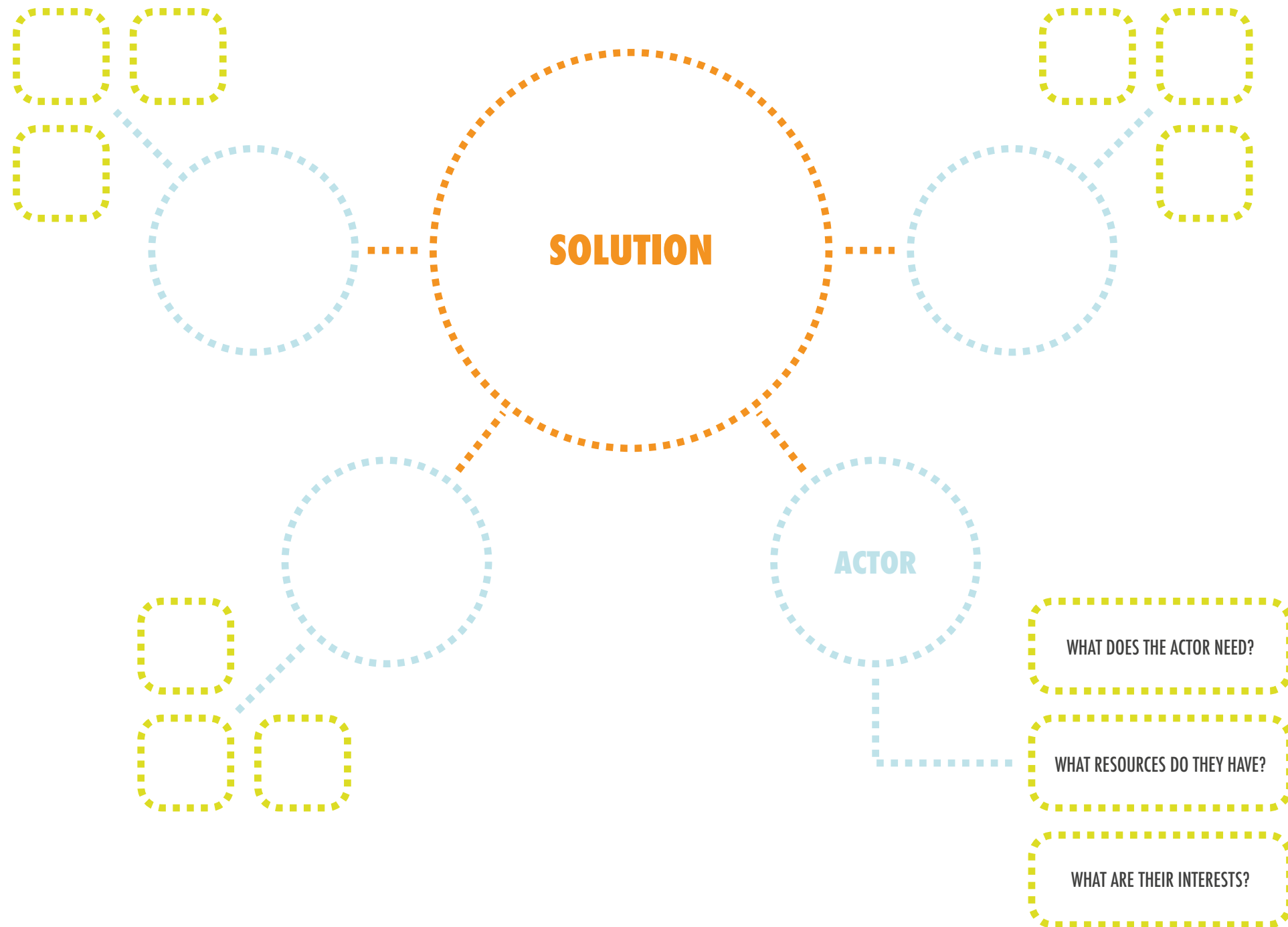
<p>MOST RELEVANT EXISTING SOLUTIONS TO OUR PROBLEM</p>	<p>LESSONS FROM BENCHMARKS</p>	<p>BENCHMARKS</p>	<p>HOW IS OUR SOLUTION BETTER?</p>
<p>SIMILAR SOLUTIONS TO OURS</p>	<p>LESSONS FROM BENCHMARKS</p>	<p>BENEFITS AND VALUE How is our solution valuable to stakeholders in our value chain? What is the societal significance of our solution?</p>	<p>ORIGINALITY STATEMENT Make the least three statements illustrating the originality of your solution, based on benchmarking and value definitions.</p>

#10.1

IMPACT ECOSYSTEM

ANATOMY & ACTORS OF IMPACT

- Who does our impact reach?
- Who do we develop the solution with?
- Who do we reach the users with?



MAKE CHOICES

Our chosen impact partners are:

Their needs are:

The benefits of our solution to them are:

The important resources they have are:

WHAT DO YOU CALL THIS GROUP?

**CAN YOU DRAW THEM? (OR STICK A PICTURE
HERE THAT REPRESENTS THEM)**

WHAT ARE THEIR NEEDS?

WHAT ARE YOU OFFERING THEM?

HOW MANY ARE THERE?

**HOW MANY OF THOSE
WILL YOU REACH?**

**HOW FREQUENTLY WILL
YOU INTERACT?**

**WHAT DO YOU GET IN
RETURN?**

**HOW CAN YOUR
RELATIONSHIP GROW?**