SCMEP
STRATEGIC
GROWTH
ACCELERATION

Idea *POPPER*

_____

IDEA NAME

_____

CUSTOMER

Category:
- ○ Message
- ○ Product
- ○ Service
- ○ Partnership
- ○ M&A
- ○ _____

Markets	Products: Existing	Products: New
Existing		
New		

PAIN *- What specific pain or problem is currently being experienced by the customer?*

_____

_____

_____

_____

OFFER *- What will you offer the customer in order to alleviate the pain?*

_____

_____

_____

_____

PROOF *- What credibility will you provide in order to prove you can solve the problem?*

DATA: _____

_____

_____

DEMONSTRATIONS: _____

_____

_____

TESTIMONIALS:_____

_____

_____

PEDIGREE: _____

_____

_____

GUARANTEE: _____

_____

_____

PITCH *- Consolidate the Pain, Offer and Proof into a very simple and concise pitch of your concept that is easily understood in less than 20 seconds.*

Be sure to... clearly state the main 1 or 2 benefits to the customer.
be both specific and numeric.
tell what makes it UNIQUE to the customer (first, only, patented)

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

$ EQUATION *- Do the math. How does this idea make financial sense? Estimate the market size, number of units sold, selling price, mfg cost, reseller margins, etc...*

possible buyers:_____
units to sell: _____
selling price: _____
mfg cost: _____
reseller margin: _____

RISKS *- Identify the top 5 risks that could potentially KILL this idea*.

Risk #1: _____

Risk #2: _____

Risk #3: _____

Risk #4: _____

Risk #5: _____

Name: _____ *Date:* _____

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