

Scoping checklist

Modules > Scoping > Scoping checklist Per: _____ Team Name: _____

Idea Title: _____

Use this checklist to keep track of your each of your ideas and how/if they change as you progress through scoping. Fill out one checklist per idea.

1. Initial Elevator pitch before scoping:

2. Understand your market

What have you learnt about your competitors? How does this affect your secret sauce? How does your market size estimation affect your target audience?

What have you learnt?

Mini elevator pitch:

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3. Understanding your users

What have you learnt from interviewing your users, what are the key insights about the problem your trying to solve and how do they affect your idea? Write your key insights below

Example: Buzzer Buddiez

People who have problems waking up in the morning currently try to use an alarm clock, but this solution does not work because people just hit the snooze button.

Our key insight is that people DO wake up in the morning, but they just hit the snooze button and go back to sleep.

Key insights:

Mini elevator pitch:

More to come...

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4. Understanding your solution

What platform have you chosen and why? Does your app need access to data? What is the MVP you could build?

What have you learnt?

MVP user stories:

Mini elevator pitch: