

Worksheet: Napkin Pitch

Overall goal: Complete a napkin pitch for each concept.

The napkin pitch provides a simple, consistent format for summarizing and communicating a new concept. The name derives from the notion that a good idea can be communicated simply, often on the back of a napkin. The napkin pitch describes the target customers, their unmet need, and why your offering creates novel value for them; the main elements of the services; the channels you will use to develop the service; and the other entities that may be providing a similar service or may serve as partners.

Napkin Pitch: [Concept Name]

Need

- *What unmet need(s) does the concept serve?*
- *For what customers?*

Approach

- *What is the approach?*
- *Who is it for?*
- *What are the key features of the approach? What are the different ways that the service could meet the need?*
- *What exists already in the community (assets, capabilities) that we can leverage in our project?*

Benefit

- *How will our customers benefit?*
- *How will our community benefit?*
- *What other parties will benefit?*

Other Service Providers

- *What other entities are providing a similar service?*
- *Is there any other provider that does or could serve the same customer?*
- *What other partners are essential to the concept's success?*