



4. DISCOVER NEW IDEAS
IDEA FRAME.

"Research turns money into ideas; innovation turns ideas into money".

ANON

There are, of course, many ways to describe an idea. The **Idea Frame** is a neat way of defining an idea to summarise it quickly and concisely. It's important to be able to do this as it will help us recall our idea, communicate it better to others and make decisions about the idea.



IDEA FRAME.

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1 Give our brilliant idea a catchy title.

2 What is our idea in a nutshell?

3 What unmet need is our idea satisfying?

4 Please describe and sketch our idea here.

NAME:

DATE:

TEAM:



IDEA FRAME - EXAMPLE.

"Research turns money into ideas; innovation turns ideas into money".

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- 1 Give our brilliant idea a catchy title.

ON THE GLOW

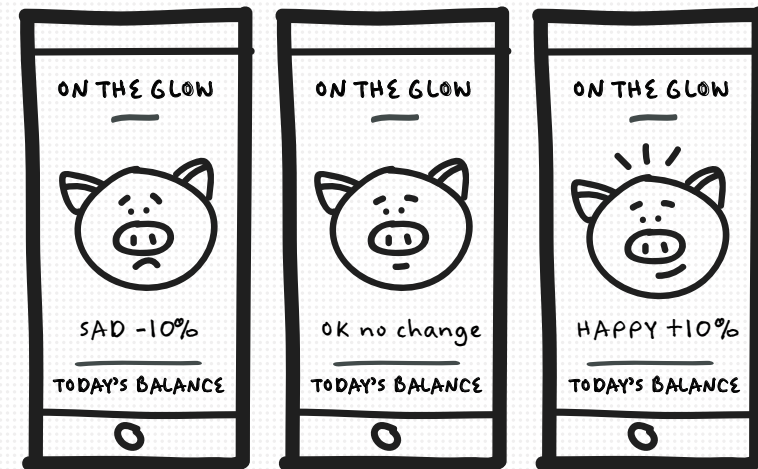
- 2 What is our idea in a nutshell?

An app on my phone which glows depending on whether my bank balance is lower or higher compared with the same day in previous months.

- 3 What unmet need is our idea satisfying?

To know exactly how much money he has to spend and to save each month. In this way he can get the family finances back under control, worry less and enjoy life more.

- 4 Please describe and sketch our idea here.



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TEAM: Open Innovation