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OF THE INNOVATION EXPEDITION,
BY GIJS VAN WULFEN.
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THE
INNOVATION
EXPEDITION
A VISUAL TOOLKIT
TO START INNOVATION

30 *Ways to Present a New Idea*

There are lots of ways to present a new idea:

1. In one word.
2. With an image.
3. In a report.
4. As a mood board.
5. Do a dance.
6. Make a drawing.
7. Do a Prezi.
8. In a 140 character tweet.
9. Make a painting.
10. Make an advertising billboard.
11. Make a magazine.
12. Make a mindmap.
13. Draw a storyboard.
14. Make a statue.
15. Draw a cartoon.
16. Make a website.
17. Write one huge post-it.
18. Make a movie.
19. Make an app.
20. Sing a song.
21. Produce an advertising commercial.
22. Make a newspaper.
23. Do a flash mob on it.
24. Do a game.
25. Write a theater play.
26. Make it into a toy.
27. Present it in the form of a book.
28. Put it on a hot air balloon.
29. Put a prototype on the shelves of a regular store.
30. Make a mini new business case.

These are all wonderful presentation ideas. Most of them are very creative and outside the box. Your senior management will praise you for your creativity. But, will they buy the idea and give you the resources to develop it in the next stage? That's the question! They will evaluate your idea from at least three perspectives:

1. The Customer: will they like it?
2. The Business model: will it be profitable?
3. The Technology: will it be feasible?

That's why I am a big fan of presentation idea number 30: the mini new business case. It's a clear, strategic, commercial, professional and financial plan for a new initiative. At this stage it is more of a 'preview' of the full business case. It isn't as detailed yet and it has more uncertainties than its 'big brother' later on in your stage-gate innovation process. By making a mini new business case you strengthen the persuasiveness of your ideas by highlighting the attractiveness of the strategic, commercial, and professional aspects of the innovative product or service.

Remember: "Nobody buys from a clown."

MAGICAL IN THE FOREST