

> // THIS CHECKLIST IS PART OF THE INNOVATION EXPEDITION, BY GIJS VAN WULFEN. CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



6 MINI NEW BUSINESS CASE SHEETS

1.

THIS IS THE CUSTOMER FRICTION

WHAT IS THE SITUATION?

WHAT IS THE NEED?

WHAT IS THE FRICTION?

2.

THIS IS OUR NEW CONCEPT

TARGET GROUP

DESCRIPTION OF THE NEW CONCEPT

NEW TO US, NEW TO THE MARKET, NEW TO THE WORLD?

NEW CONCEPT FOR AN EXISTING OR NEW MARKET?

3.

THIS IS THE BENEFIT FOR THE CUSTOMER

WHY WILL THE CUSTOMER CHOOSE THIS CONCEPT?

WHO ARE OUR COMPETITORS?

WHAT'S OUR POSITIONING?

HOW WAS OUR CONCEPT RATED IN TESTS?

THE INNOVATION EXPEDITION

A VISUAL TOOLKIT TO START INNOVATION

4.

WE CAN PRODUCE IT

FEASIBILITY

POTENTIAL PARTNERS
FOR CO-CREATION

NEXT STEPS IN THE
DEVELOPMENT PROCESS

5.

THIS IS WHAT WE GET

POTENTIAL TURNOVER

POTENTIAL MARGIN
AND PROFITS

FURTHER COSTS FOR
DEVELOPMENT

6.

WE WILL CONTINUE IN THIS WAY

WHY PROCEED?

WHAT ARE THE
UNCERTAINTIES?

NEXT STEPS:
TEAM
PLANNING
COSTS