

Business Blueprint

TEAM _____

BUSINESS NAME _____

DATE _____

CARDS DRAWN

TOWN _____

OPPORTUNITY _____

BYLAW _____

WILDCARD _____

1 The Problem

What is hard about life in this town, and who feels it most?

2 Our Customer

Who is this for? Name one specific kind of person.

3 Our Idea

What do you make or do for them? Add a slogan if you have one.

4 Unique Value Proposition

In one sentence: why would someone choose you over a copycat — or over doing nothing at all?

5 How We Make Money

Who pays, for what, and how often?

6 Wildcard Pivot

What changed — and what did you change in response?

FEEDBACK

One thing another team loved _____

One question they asked _____

Idea Storm

TEAM _____

- RULES** No bad ideas • Quantity over quality • Build on each other’s ideas • Wild is welcome

10-20 MINUTES

Every idea goes down. Words, sketches, half-thoughts — all of it counts.

OUR IDEA Star your top three. Circle the one. _____