



Innovatr Academy.

Tools & templates



Idea Card

Capture your idea here



Headline: _____

Springboard: _____

TAP: _____

Consumer Target: _____

What is it?

Tell us about the product – Taste, colour, ingredients, effect / Features that match the benefit

What consumer need does it satisfy / Benefit it offers

Tell us about the packaging? What does it look like? What must it achieve?