



# *Innovatr Academy.*

*Tools & templates*



# *Idea stargazer*

# Before we lock in ideas we must optimise with *THE STARGAZER*



## WHAT IT IS

Often ideas get discarded prematurely because they are weak in certain areas, then really useful aspects of an idea are lost.

Stargazer is a simple tool to assess where an idea is strong and weak – so that some focused greenhouse can be applied to the weak areas to push, build and improve the idea.

## TIPS

Choose 4 to 8 criteria against which you'll judge your ideas. Ideally pick the criteria early in the project, and always use the same criteria across the ideas.

It's good to assess the ideas using various lenses :

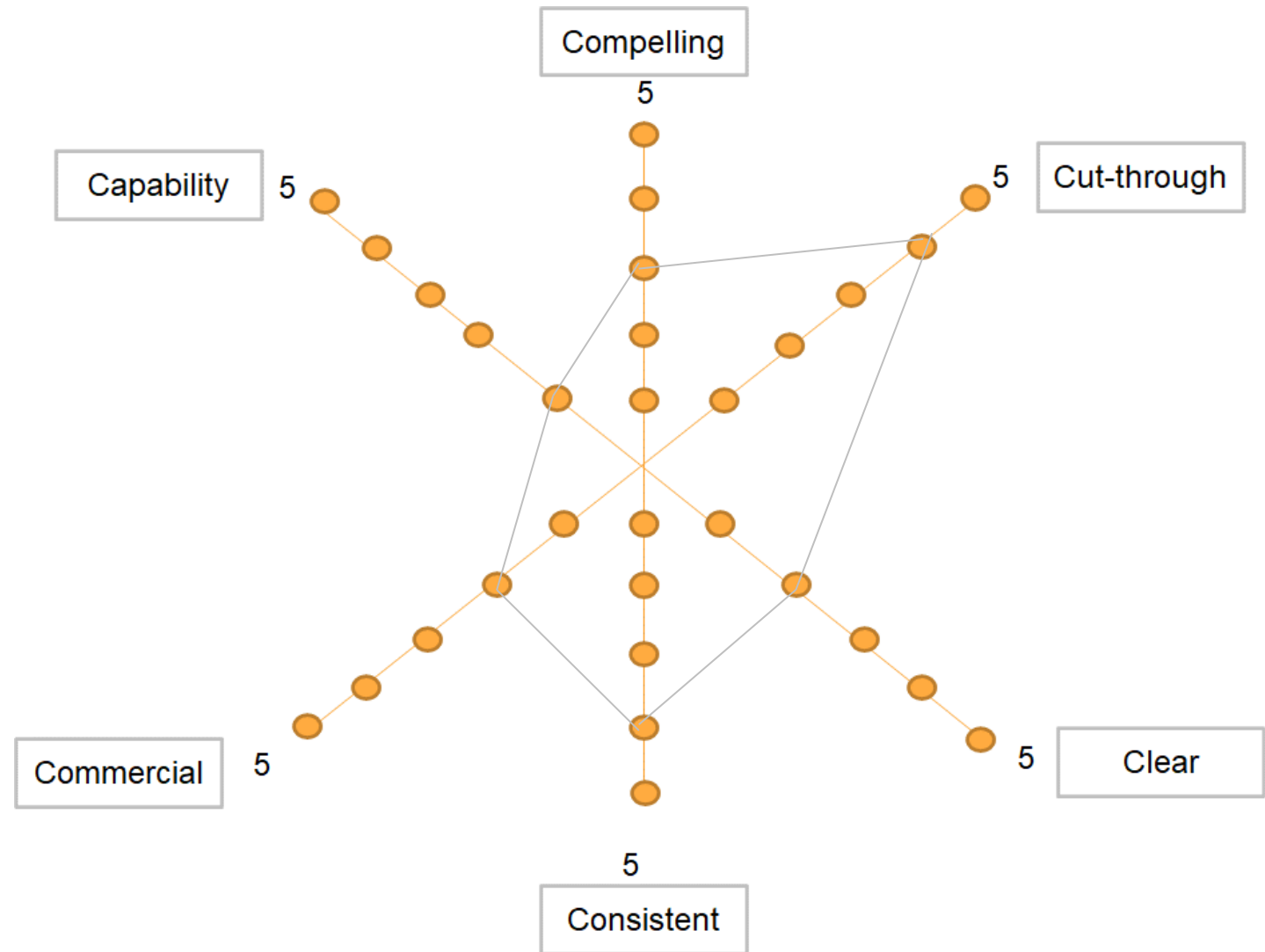
- commercial criteria - such as volume impact;
- customer criteria - such as probability of increasing loyalty;
- execution criteria - such as capital expenditure requirement.

Create your 'star' and score your ideas.

Connect the dots to reveal your 'star'.

Identify the strengths & weaknesses.

Greenhouse around one weakness at a time to improve your idea.



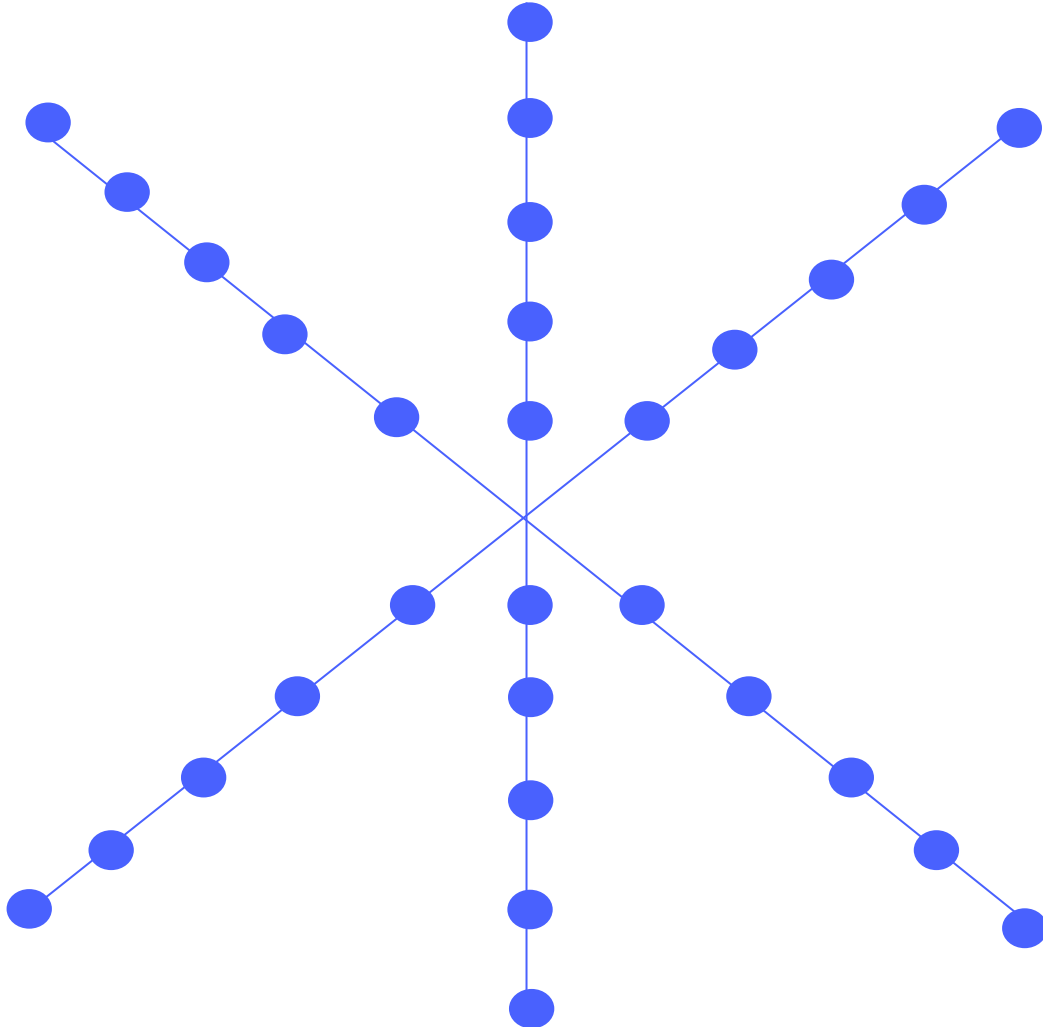
# The stargazer



*Capability*

*Compelling*

*Cut-through*



*Commercial*

*Clear*

*Consistent*

