

02b Evidence Modelling

Do

Complete this worksheet on your own or with a small number of friends or colleagues. It's intended to help you consider what impacts your business will have on the world if it is successful.

Put a sticky in the centre with a short succinct description – 'the elevator pitch' – of your business idea.

Use as many stickies as you need to answer the four questions.

Think of this as a creative, divergent thinking activity. So, as well as considering changes your business might make within its sector, look more broadly at the effects on society, other areas of activity, public and private organisations.

You can also use the examples in Handbook 02 to help you.

ENHANCE
What does it bring new value to?

REPLACE
What does it make less desirable?

REVIVE
What does it bring back that was redundant?

BACKLASH
What could be the negative effect when pushed to extremes?

Your business idea