

WHITE SPACES

IDEA OWNER'S NAME

LOCATION OF IDEA CONCEPTION

DATE

PROBLEM DEFINITION OR UNMET NEED

IN EACH OF THE BUBBLES, LIST THE ATTRIBUTES OF THE IDEAL SOLUTION TO THE PROBLEM. ASSESS EITHER YOUR CHOSEN IDEA OR AN EXISTING SOLUTION AGAINST THE ATTRIBUTES. 5 = SATISFIES THE ATTRIBUTE COMPLETELY, 0 = DOES NOT SATISFY THE ATTRIBUTE AT ALL. JOIN THE DOTS TO IDENTIFY THE WHITE SPACES WHICH REQUIRE INNOVATION.

