Your idea

The ways it can move forward and what is important to you

“Don’t Let the Tail Wag the Dog”

Idea Rendering and Innovation Creed

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Idea Rendering & Innovation Creed

Two concept-stage tools to help you:

- Brainstorm all the ways an idea can go to market
- Prioritize all those options based on how success is going to be measured

Which pathway forward is overall the "BEST"?
Any **ONE** idea has **HUNDREDS** of feature variations and ways to implement.

Consider a bunch of variations.
“Columns” to consider

- Uniqueness
- Offerings
- Scale
- Industries
- Locations
- Niches
- Integration
The Core Idea

- An upscale restaurant in the quaint and tiny town of Little Falls, NY. Feature touring famous chefs that cook only locally-grown foods.
- Maybe...Seating amid vegetable and herbal Greenhouse.
- Maybe... only organic foods.
### Core Idea: Food/Restaurant

<table>
<thead>
<tr>
<th>Uniqueness</th>
<th>Offerings</th>
<th>Scale</th>
<th>Industries</th>
<th>Locations</th>
<th>Niches</th>
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</thead>
<tbody>
<tr>
<td>Upscale</td>
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</table>
Core Idea: Food/Restaurant

Offerings:
- Sit-down restaurant
- Catering
- Delivery
- Street cart
- Food truck
- Branded foods
- Greenhouse coop
- Restaurant consulting
Core Idea: Food/Restaurant

Uniqueness: Scale

Offerings

Scale

Industries

Locations

Niches

Integration

- One location
- Several in local area
- Selected national locations
- Start a new national franchise
- Start a new global franchise
- Be a franchisee (of something very similar)
Core Idea: Food/Restaurant

- Industries
  - Retail
  - Wholesale

- Uniqueness
- Offerings
- Scale
- Locations
- Niches
- Integration
Core Idea: Food/Restaurant

- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan
- Etc....
Core Idea: Food/Restaurant

Uniqueness | Offerings | Scale | Industries | Locations | Integration
---|---|---|---|---|---

Niches

Rochester, NY

- Ridge Road
- Jefferson Road
- East End
- High Falls
Core Idea: Food/Restaurant

Integration

- We do it all
- With one-off hotel
  - With hotel chain
- We Manufacture only
- We distribute other people’s products
- R&D: organic
- Consult
The proliferation of interactions
The proliferation of interactions
Core Idea: Food/Restaurant

The Exact “Core”
Not that critical. May change as you render.

Uniqueness
Offerings
Scale
Industries
Locations
Niches
Integration

Interrelationships
Consider them.
Only capture major ones (or a pile of confusing spaghetti will result!)

This is an “Open your mind” tool
Consider different products, services, business models
What’s the “Best” pathway?

- **Risk:** Low – High
- **Payoff:** Low – High
- **Impact on “one person”:** Low – High
- **Number of people who care:** Few – Many
- **Cost to implement:** Low – High
- Etcetera…
The Innovation Creed™ tool

No way! I’m out!
Not sounding good to me

Maybe
Now we’re talkin’ my language!

Considering the over-arching reasons people want to “innovate”
<table>
<thead>
<tr>
<th>Product</th>
<th>Market</th>
<th>Team</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>A♠ What’s the product?</td>
<td>K♠ How protectable is it?</td>
<td>A♥ Is there a problem today?</td>
<td>K♥ How many people have this problem?</td>
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<td>A♣ Can each unit make a profit?</td>
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<td>K♣ How long will this take?</td>
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## Idea-o-Meter

**Finding the kinds of ideas that are “right” for us**

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<th>Importance to us</th>
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**Product**

- **A♠**: What’s the product?
- **K♠**: How protectable is it?

**Market**

- **A♥**: Is there a problem today?
  - Can we grow this idea **HUGE**!
- **K♥**: How many people have this problem?

**Team**

- **A♦**: Who’s already committed?
- **K♦**: Can a full team be assembled?

**Business**

- **A♣**: Can each unit make a profit?
- **K♣**: How long will this take?
Core Idea: Food/Restaurant

Uniqueness
- Upscale
- Touring famous chefs
- Famous chefs
- Locally-grown foods
- Organic foods
- Greenhouse seating
- Vegetable, herbs grown on-site

Offerings
- Sit-down restaurant
- Catering
- Delivery
- Street cart
- Food truck
- Branded foods
- Greenhouse coop
- Restaurant consulting

Scale
- One location
- Several in local area
- Selected national locations

Industries
- Retail
- Wholesale
- Invent a new national franchise

Locations
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

Niches
- Ridge Road
- Jefferson Road
- East End
- High Falls
- USA
- Global

Integration
- We do it all
- With one-off hotel
- With hotel chain
- We Manufacture only
- We distribute only
- (other people's branded products)
- R&D: organic
- Consult
- Formal critical partnerships

I'm out!
Now we're talkin'!
Core Idea: Food/Restaurant

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Scale
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- Invent a new national franchise
- Be a franchisee (of something very similar)

Industries
- Retail
- Wholesale
- Retail partners

Locations
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

Integration
- We do it all
- With one-off hotel
- With hotel chain
- We Manufacture only
- We distribute only
- (other people's branded products)
- R&D: organic
- Consult

Panicked Executive
- Kroeger
- Walmart
- Wegmans

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Industries
- Retail
- Wholesale
- Food Science
- R&D: organic

Integration
- We do it all
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- With hotel chain
- We Manufacture only
- We distribute only
- (other people’s branded products)

Locations
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

Niches
- Nestle
- Kraft-Heinz
- General Mills
- Dannon
- Tyson

Mad Scientist
- We do it all
- With one-off hotel
- With hotel chain
- We Manufacture only
- We distribute only
- (other people’s branded products)
- R&D: organic
- Consult

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Now we’re talkin’!
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Scale
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- Be a franchisee (of something very similar)

Industries
- Retail
- Wholesale

Locations
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan
- Ridge Road
- Jefferson Road
- East End
- High Falls

Niches
- We Manufacture only
- We distribute only
- (other people’s branded products)
- We do it all
- With one-off hotel
- With hotel chain

Integration
- R&D: organic
- Consult

I’m out!
Now we’re talkin’!
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Scale
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Industries
- Retail
- Wholesale

Locations
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

Integration
- We do it all
- With one-off hotel
- With hotel chain
- We manufacture only
- We distribute only
- R&D: organic
- Consult

Perpetual Hobbyist
- Gift shops
- Niche
  - Park Leigh
  - Wegmans
  - Farmer's Market
- We do it all
- We manufacture only
- We distribute only
- R&D: organic
- Consult

I’m out!
Now we’re talkin’!
Core Idea: Food/Restaurant

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**Scale**
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**Industries**
- Retail
- Wholesale

**Locations**
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

**Niches**
- Ridge Road
- Jefferson Road
- East End
- High Falls
- Food “Deserts”

**Integration**
- We do it all
- With one-off hotel
- With hotel chain
- We manufacture only
- We distribute only
- (other people’s branded products)
- R&D: organic
- Consult
- Gov’t and charitable partnerships

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**Hopeless Humanitarian**

I’m out!

Now we’re talkin’!
Core Idea: Food/Restaurant

Uniqueness
- Upscale
- Touring famous chefs
- Famous chefs
- Locally-grown foods
- Organic foods
- Greenhouse seating
- Vegetable, herbs grown on-site
- Nutritional additive

Offerings
- Sit-down restaurant
- Catering
- Delivery
- Street cart
- Food truck
- Branded foods
- Greenhouse coop
- Restaurant consulting

Scale
- One location
- Several in local area
- Selected national locations
- Invent a new national franchise
- Be a franchisee

Industries
- Retail
- Wholesale

Integration
- Lucky Licensor
- We do it all
- With one-off hotel
- With hotel chain
- We Manufacture only
- We distribute only (other people's branded products)
- R&D: organic
- Consult

Locations
- Little Falls, NY
- Ridge Road
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

Niches
- Food Companies
- Nestle
- Kraft-Heinz
- General Mills
- Dannon
- Tyson

Integration
- Corp. Office of growing franchises
- Very specific locale analysis algorithm

Can you say “PATENT”??
### Core Idea: Food/Restaurant

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<td>Sit-down restaurant</td>
<td>One location</td>
<td>Retail</td>
<td>Little Falls, NY</td>
<td>Ridge Road</td>
<td>We do it all</td>
</tr>
<tr>
<td>Touring famous chefs</td>
<td>Catering</td>
<td>Several in local area</td>
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<td>Rochester, NY</td>
<td>Jefferson Road</td>
<td>With one-off hotel</td>
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<td>Organic foods</td>
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<td>Tokyo, Japan</td>
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**I’m out!**

**Now we’re talkin’!**

*Only with a big piece of ownership*

**Lucky Licensor**

- Ridge Road
- Jefferson Road
- East End
- High Falls

**R&D: organic**

**Consult***
Core Idea: Food/Restaurant — THE BEST PATHWAY FORWARD?

**Uniqueness**
- Upscale
- Young and unusual
- Franchise
- Halal
- Sustainable
- Vegetable, locally grown
- Nutritional additive
- Locale analysis algorithm
- Step-change

**Offerings**
- Upscale, touring famous chefs
- Famous chefs
- Locally-grown foods
- Organic foods
- Greenhouse seating
- Vegetable, herbs grown on-site
- Nutritional additive
- Restaurant consulting
- Nutritional

**Scale**
- One location
- Several local locations
- Selected national locations
- Invent a new national franchise
- Be a franchisee of something very similar)
- NO location

**Industries**
- Retail
- Wholesale
- Food Science
- Catering
- Delivery
- Street cart
- Food truck
- Branded foods
- Greenhouse co-op
- Restaurant consulting
- Food Science
- Retail
- Hotel

**Locations**
- Little Falls, NY
- Rochester, NY
- Portland, OR
- Honolulu, HI
- Tokyo, Japan

**Niches**
- Gift shops
- Ridge Road
- Jefferson Road
- East End
- High Falls

**Integration**
- Vertical
- Wholesale
- Hotel
- Vertical manufacture only
- R&D: organic
- Consult
- Formal critical partnerships
- Gov't and charitable partnerships

**Step-change**
- USA
- SA
- Global Retail Partners
- Food Co-op
- Franchise corp. office
- Food/Dessert
Forward progress involves many individuals

KEY POINTS of this framework

YOU and YOUR innovation creed

The innovation creed of others involved in moving the idea forward

At minimum: Be aware of the different drivers
Try to: Optimize alignment
Realize: Priorities for your “happiness” may be different than for the idea’s “success”