



# THE IDEA HOUSE

## HOW IT WORKS

The Idea House categorises a long-list of ideas (generated after Stages 1 and 2) based on their originality and their revenue potential. It can be completed individually or in groups.

## HOW TO DO IT

- Evaluate each of the ideas for originality and the potential size of the prize.
- Enter the most original ideas and those with the highest revenue potential in the top right square ('ROCKET' ideas).
- Enter original ideas with a smaller potential prize in the bottom right ('TANGENT' ideas).
- Unoriginal/incremental innovations with weaker revenue potential should be entered in the bottom left ('FOUNDATION' ideas).
- In the top left, place 'UNICORN' ideas — those minor/incremental innovations that would make a big difference in terms of revenue.
- Ask the questions in each box of the template to help you develop or discard innovation ideas.

# The Idea House

Select your trend

Size of Prize: High

## UNICORNS

Why are we not doing this already?

## ROCKETS:

What is the idea?

What would it take for us to deliver this (i.e. partnerships, new capabilities, R&D investment, business model innovation)

Size of Prize: Low

## FOUNDATIONS:

What is the idea?  
Is it worth developing further?

## TANGENTS:

What is the idea?  
What can we do to add more value to it?  
What can we learn from this idea?