

**SOCIAL
INNOVATION
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TOOL TEMPLATE: IDEA CARD

References: The Young Foundation

What is the solution?

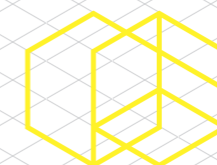
Complexity: Medium
Time required: 2-3 hours
Material required: pen, post-its
Other: It's best to do this activity in a group setting for more input.

What is it for?

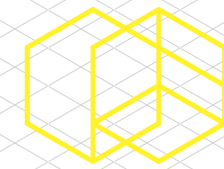
The Idea Card tool organizes in one page your idea: the challenge and needs you are addressing, the solution, what it might achieve and how you will accomplish this. It is an excellent tool to use when presenting your initial idea to stakeholders or future beneficiaries/customers to get a feel of what you're doing right and what you could improve.

How to use it?

The tool can be completed individually or in groups. Start the activity by defining your challenge and the specific needs that you are addressing. Then think about what it would look like if the challenge were solved. Now that your challenge is framed, clarify your own idea, what it could achieve and how it could be accomplished. Share your final results for feedback!



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What challenge are you addressing?

If the problem were solved, what would it look like?

What are the needs?

IDEA:

What does the idea achieve?

How?