Launchpad: Idea to Investment - 6-Week Pupil Workbook

Name: _____ Team: _____ Date: _____

1. My founder skills tracker

Write, sketch or stick notes here.

2. Problem we noticed

Write, sketch or stick notes here.

3. People affected

Write, sketch or stick notes here.

4. Three possible ideas

Write, sketch or stick notes here.

5. Chosen idea and why

Write, sketch or stick notes here.

6. Customer feedback notes

Write, sketch or stick notes here.

7. Brand name and message

Write, sketch or stick notes here.

8. Costs, price and profit

Write, sketch or stick notes here.

9. Pitch script

Write, sketch or stick notes here.

10. Reflection: what I can do now

Write, sketch or stick notes here.

Pitch frame

The problem is...

It matters because...

Our idea helps by...

We tested it by...

Next we would...