

# Journey Mapping

The Journey of

Responsible  
Party

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Description  
of Step

1	2	3	4	5	6

Emotional  
High

Neutral

Emotional  
Low


Notes &  
References

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## Napkin Pitch

CONCEPT NAME:

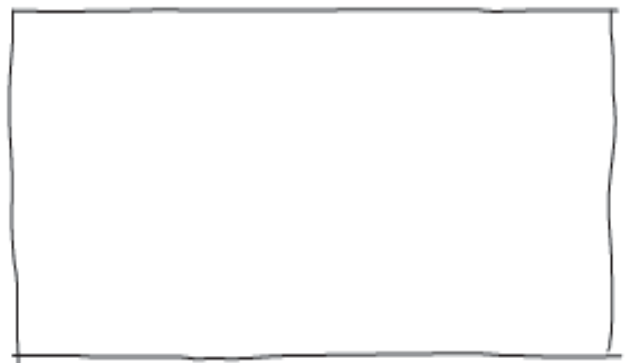
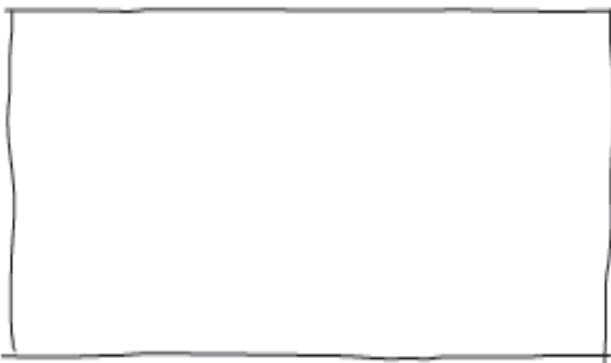
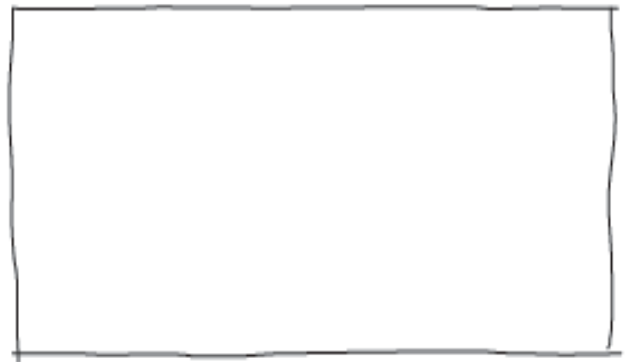
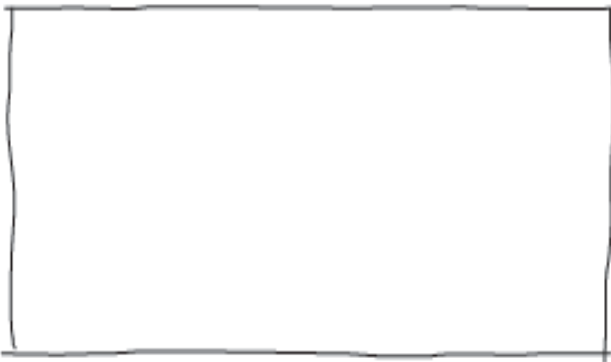
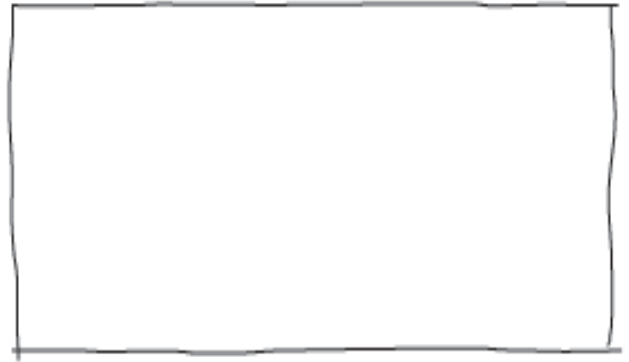
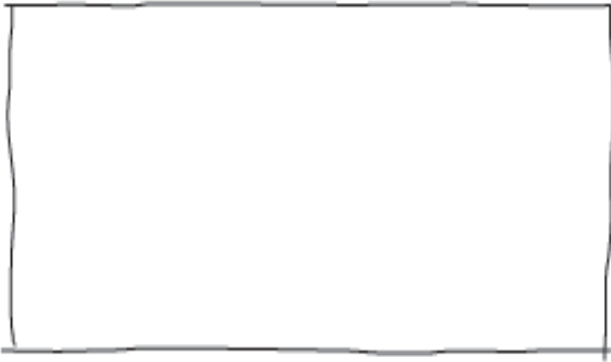
**The Big Idea**

**Needs/Benefits**

**Execution**

**Business Rationale**

# Storyboard



# Learning Launch

Learning Launch Design	
Key Assumptions to Test	Learning Launch # ____
	Who
	Where
	How
	Cost
	Time
Key Assumptions to Test	Learning Launch # ____
	Who
	Where
	How
	Cost
	Time