



NAME..... DATE..... RATING OUT OF 10.....

TITLE: KEEP IT SIMPLE STUPID

QUOTE: *“Simplicity is the ultimate sophistication”* Leonardo de Vinci

OBJECTIVES FOR THE WEEK:

This week is about working on your elevator pitch. How do you describe your ideas/ what you do.

It will probably start in quite a protracted way. Once you have it down on paper, make it shorter and simpler and keep cutting until you are left with the essence. The simpler the better. People like apple can concentrate this down to things as short as: “Think Different”. See how clear you can make it and then test it on people to make sure that they really do with it.

RESULTS:

