

# BUILDINN IDEATION CANVAS

**AirBNB**  
Creating a 11 Star Experience

			<b>11 Stars</b> Wild experience but not implementable
			<b>7 Stars</b> Creates the experience, and is also economically viable and realistic
		<b>5 Stars</b> Solves the problem	

**Walt Disney**  
Dreamer, Realist, Critic

○	○	○	○	○	○

**Our Challenge**

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Challenge Title

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SMART Challenge

**S** SPECIFIC   **M** MEASURABLE   **A** ATTAINABLE   **R** RELEVANT   **T** TIME BASED

**Upgrading Ideas**  
Brainstorming VS Brainwriting

The Original Idea

	+	
+		+
+	+	+
+		+
+	+	+

The Upgraded Idea

Behavioral Change Customer / Residen	The Change at Our End	Global Challenge
+		
+		
+		
+		
+		
+		

**Sustainability & the Ecosystem**  
Who Do We Really Impact?  
Connecting to a Global Challenge