

Concept

A clear, structured and realistic model of a project



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“A simple concept is hard to forget.”

Tags: Whole system design

Challenge:

Visions and ideas can be quite vague or dreamy. Perhaps you want to get people involved but nobody joins or the people who do join have their own dreams that don't really fit together with yours. Maybe you want to invite sponsors but don't get taken seriously? You might have difficulties communicating what you really want to do and what this will look like on a hands on, practical level. You need realistic and constructive feedback but only hear “oh what a nice idea” In order to start a project, get funds and get realistic feedback, a clear concept of what a person/group is up to is required. Be wary of trying to involve others in vague ideas. If you want to get a project on the ground it needs concrete concepts!

Solution:

A good concept should be clear enough to start off and get things done and at the same time still be open enough to adjust to reality. It should be precise and clear on all the important aspects (see Business Model Canvas). It is the basis on which a project really starts happening and interacting with reality! A concept is like a good, clear sketch from where you can start actually doing things.

references:

Osterwalder Alexander (2010) : *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons

Submitted by: Pioneers of Change

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