



# WHAT SOURCES OF INSPIRATION EXIST?

**TIPS**  
Think about those existing solutions, brands or companies that we want to emulate. Google, ask friends or consult experts – find out who is currently working in your opportunity space and what's not.

## COMPETITORS

What currently exists in the market that solves for the problem focus area?

## SUBSTITUTES

What workarounds or substitutes do our customers currently use to solve this problem?

## ROLE MODELS

What best practice examples have seen that we would like to emulate or draw from?

## VILLAINS

What have we seen that has been tried before but has not worked, or, an example of solving this problem that we want to avoid?

