



# IDEA RESUMÉ

## The N<sup>2</sup> Idea Resumé

The N<sup>2</sup> Idea Resumé is a simple way to summarize an idea to create a new growth business. The “Resumé” hardwires many of the core disruptive concepts, such as “jobs to be done,” “good-enough solutions,” and starting simple and cheap. It is designed to be completed in 30 minutes or less, and does not require complex financial models or detailed market sizing. Exploratory analysis is almost always useful, but seeking precision too soon is almost always a mistake.

## The Newspaper Next Idea Resumé

Our idea is ...

Our first target customers will be ...

The jobs these customers need to get done are ...

Customers currently get these jobs done by ...

Relative to competitive offerings, consumers will “get” ...

They will “give up” ...

We’ll make money by ...

We’ll keep costs initially low by ...

We’ll need to partner with ...

We’ll beat competitors because ...

## Critical assumptions

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## Our plan to test assumptions

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