

CONCEPT DEVELOPMENT

For who might this be of interest?

- To get your deeper personal motivation clear to give you more focus and direction in your personal and professional life.
- Starts ups/ ventures who desire to further strengthen their partnership, position and marketing strategy.
- Organizations that want to sharpen their vision and redefine what they stand for.

What does Concept Development detail:

Concept development contains the path from an idea into a philosophy and a vision. Having a clear concept helps a venture to create a strong base for alignment and consistency in taking decisions. The concept is the starting point and provides information on different levels like team composition, business plan, product, users and direction for the future.

Working method:

First we are going to reveal the personal deeper 'why'. For this I use an assignment with several questions. It is a personal approach where we are going to analyze key moments in your life to get clarity about your deeper motivation and mission. Subsequently we connect the personal why with the why of the venture and start to define the philosophy. Here you will describe what you stand for, what is your purpose and what is your goal. The vision will be a logical consequence of the philosophy. Describing the vision is a more practical part. Also here I use questions, which help to make decisions like for who is it, what does it look like and what are the benefits for the users and the world in general.

Time investment:

Concept development is not just a 9 to 5 job. Coming to a philosophy and creating a proper vision needs time to evaluate and will grow gradually. The process contains four working sessions, an introduction session and a final evaluation.

Costs:

Total costs for the concept development is € 2500,- • (excluding VAT) for six meetings, preparation, analyses and reporting.

Project to be finalized within 6 weeks from starting date.

Normally sessions take place at the office of the client but they can also take place at another location or on line.

- this offer is valid till July 2022 and the rate is for one person. For groups there will be charged extra costs.