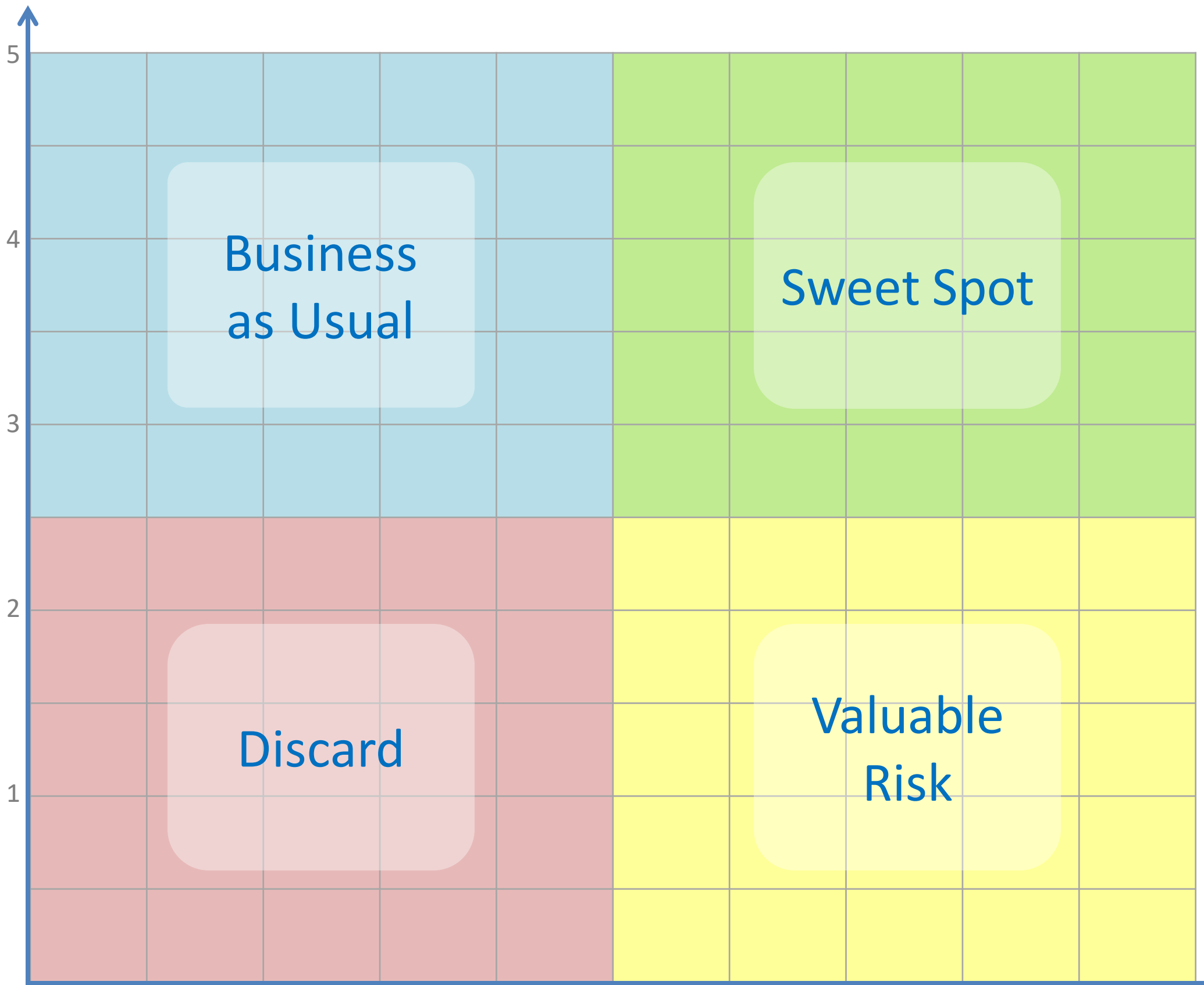



Confidence



Chosen Idea



Your sticky note here

Reminder

After selecting a solution, validate with the user, preferably by a prototype.

Subtitle

- **Sweet Spot:** The best area for an idea, as it creates high value with lower risk. Less common in traditional corporate environments.
- **Valuable Risk:** Area of high value and risk ideas. Common in disruptive ideas and startup environments.
- **Business as Usual:** Area of limited value ideas with low risk. May include “quick win” and “sure win” ideas, which can be chosen based on the organization’s strategy.
- **Discard:** Area of low value and high risk. Ideas in this area should be discarded due to lack of relevant benefits and lower chance of success.

Relevance