

# Creative phase

## Questions that can guide you during the creative phase...

Your idea...

1. ...is it original? Yes/No and why...

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2. ...what does it make it original? What's its added value?

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3. ...is it useful? Yes/No why...

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4. ...is it feasible/realizable? Yes/No why...

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5. ...could it work in my city? Yes/No why...

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6. ...who would be my client?

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7. ...which services do I offer?

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