



SESSION 2

WHAT MAKES A
POTENTIALLY GOOD
IDEA BECOME
REALITY?



Spark Session 2:
People, Proces, Product

Three P's



Use the space below to jot down notes, ideas to ponder later,
or any other spark of imagination you think will be helpful:

WHEN YOU SHAKE
SOMEBODY'S HAND, IT
HAS GOT TO MEAN
SOMETHING.
MARCUS LEMONIS - THE PROFIT

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People, Proces, Product



Three P's



Think through your ideas with the THREE P lens: note your people, product/service, and a general process outline:

People (list all people & roles)	Product/Service (describe your deliverable product or service)	Process Overview (ex: Sister takes orders, Mom shops for ingredients, I mix and bake, then deliver)
Idea #1		
Idea #2		
Idea #3		

Talk to people you plan to involve on your team this week. They need to be available for at least 2 weeks so you can test your product and help you sell/produce in weeks 5 + 6! Write down what you will need from them below: (Ex: mom - groceries and the car. sister - neighborhood survey etc)

VISIT [IgniteTheTank.com](https://www.igniteTheTank.com) for tips, resources, videos & to ask questions!

My best idea for Spark Tank



Is : First describe your product or service. Then
estimate your results (how many jobs, how many
products sold, how much income made in 2 weeks...)



I HAVE NOT FAILED.
I'VE JUST FOUND
10,000 WAYS THAT
WON'T WORK.
THOMAS A. EDISON

