

PROFESSIONAL & CAREER

OZARKS INNOVATORS

THE INNOVATION NEXT-STEP ASK

THE PROBLEM

Promising local ideas can stall when people cannot understand the innovation, see the regional benefit, or identify the next resource it needs.

1 EXPLAIN IT PLAINLY

Make the idea understandable before asking anyone to support it.

WHO IT IS FOR: _____

PROBLEM IT SOLVES: _____

WHAT IT DOES: _____

WHY IT IS BETTER: _____

2 NAME THE NEXT RESOURCE

Choose the one missing resource most likely to create the next proof point.

☐ Customer

☐ Partner

☐ Funding

☐ Space

☐ Mentor

☐ Testing

RESOURCE NEEDED: _____

3 SHOW REGIONAL VALUE

Connect the innovation to an outcome the Ozarks can see and support.

☐ Jobs

☐ Efficiency

☐ Tourism

☐ Education

☐ Quality of life

BENEFIT TO PROVE: _____

MAKE THE SPECIFIC ASK

Name the right person, the exact resource, the reason, and the next date.

WHO

WHAT WE
NEED

WHY
THEM

BY
WHEN

OUR ONE-SENTENCE ASK: _____

WHO CAN HELP?

Economic development agency, utility provider, bank, investor, college, startup mentor, or maker space.

BRING THIS TOOL
TO THE CONVERSATION.

EXPLAIN THE IDEA. NAME THE NEED. MAKE THE ASK.

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Protect confidential ideas before public disclosure. Funding, legal, intellectual-property, and safety questions may need qualified advice.