

#MASSIVE DESIGNER

A quick tool to think through your path to being #massive



Pollenizer
NEW GROWTH FOR BIG COMPANIES



USER GUIDE

- Unique characteristic of a startups: the founders intend to make something #MASSIVE. They want to change the game, make the world better, have an impact.
- Making something incrementally better is not #MASSIVE.
- The #MASSIVE is the vision that drags us forward into the future. It helps us prioritise. It helps us make brave choices.
- We begin imagining our #MASSIVE with the phrase “What if...”
- Pursue a Unique Value Proposition that is #MASSIVE whilst knowing what can be done today.

[#REPLACEME]'s UNIQUE VALUE PROPOSITION

This is your key. It holds every step of this process together? The unique value of your business should hold true today and in 10 years from now when you #MASSIVE has been realised.

#massive

#replaceme: The freshest groceries delivered directly to your home for delicious meals that know what your body needs.

[#REPLACEME]'S SOLUTION TODAY (MVP)

What is possible today? How can you deliver the Unique Value Proposition even if you are manually hacking it? Begin with "What if..."

#massive

#replaceme: What if we could deliver ingredients for evening meals based on 10 pilot customers profile and activity tracking data on their smartphone?

[#REPLACEME]'S #MASSIVE VISION

What is the biggest version of your vision? Think about your Unique Value Proposition and then ask "What if...?"

#massive

#replaceme: What if shopping was only for fun and smartphones accurately measured nutritional needs in real time and could deliver fresh food in minutes to restore balance?

CHECK

Are you sure this is as big as it could be?

[#REPLACEME]'S PATH TO #MASSIVE

Now join where you are today to your #MASSIVE future through a connected series of steps.

#massive

1

WHAT IF...

#replace me. What if we could deliver ingredients for evening meals based on 10 pilot customers profile and activity tracking data on their smartphone?

2

WHAT IF...

#replace me. What if we can deliver fresh ingredients in under 3 hours to match profile, recent activity and vitamin deficiency?

3

WHAT IF...

#replace me. What if the app was connected to any online supermarket and could deliver to anywhere in the world?

4

WHAT IF...

#replace me. What if shopping was only for fun and smartphones accurately measured nutritional needs in real time and could deliver fresh food in minutes to restore balance?

The small monopoly that we can measure and build upon

"The North Star" that is never forgotten