

FOUNDR'S FIND YOUR PRODUCT IDEA MASTERCLASS WORKSHEET

1. Note down any product ideas you have as you're watching:

2. Fill in this quote that inspired Gretta while starting SkinnyMe Tea:

"If you're not _____ by the _____ of your product, you've launched to late"

3. What are the 4 parts of Gretta's Product Innovation Framework?

1. _____
2. _____
3. _____
4. _____

4. Gretta doesn't follow the traditional "Product To Market" fit. What does she use instead?

_____ to _____ fit.

5. What does Gretta see as one of the biggest reasons ecommerce entrepreneurs fail?

6. "_____ E Commerce" is one of Gretta's super powers at building new stores and something she thinks all entrepreneurs need to be using.

7. What does the "P" stand for in Gretta's "P.S.S.P. Framework"?

8. Instead of asking “what product can I sell?”, what does Gretta say you should be asking instead?

9. Use Gretta’s Product Innovation Framework to now “tweak” your ideas:

Normal Idea	D/F/T/P	New Innovative Idea
Example: Watches	T	5th Watches sells watches on the 5th of the month for 5 days

10. What’s your one “next action” you can take to keep the momentum of this masterclass?

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