

# IGNITE Your Business: Innovation Spark Tool

Ignite your business roadmap with the BLUEPRINT Innovation Spark Tool! Propose innovative ideas, plan their development, gather feedback, and refine with Phil Matthew's mentorship. Complete this interactive form, inspired by IGNITE: BLUEPRINT – Crafting Your Business Roadmap. Download your Innovation Spark Tool at [phillipmatthew.com/resources](http://phillipmatthew.com/resources).

\* Indicates required question

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1. Email \*

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2. Innovative Idea \*

What is one innovative idea for your business?

Example: VR tour preview.

Help Text: Propose a creative solution, per Chapter 6's innovation focus.



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### 3. Development Tool \*

- What tool will you use to develop this idea?
- Example: Canva for design.
- Help Text: Specify a tool (e.g., Canva, Typeform), per Chapter 6.



### 4. Feedback Method \*

- How will you gather customer feedback on this idea?
- Example: Typeform survey.
- Help Text: Plan a feedback method, as in Chapter 6.

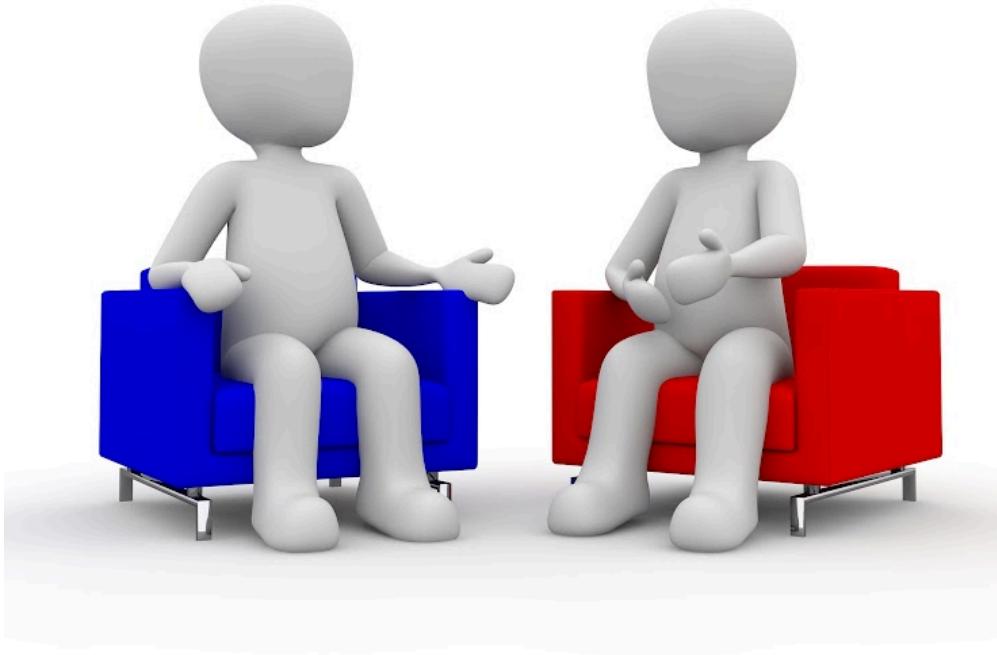


5. Mentor Feedback \*

What feedback do you plan to seek from Phil Matthew to refine your idea?

Example: Refine VR features.

Help Text: Mentorship is key to the UYP Formula. Note how Phil Matthew's coaching ([phillipmatthew.com/book-a-call](http://phillipmatthew.com/book-a-call)) can enhance your plan, as in Chapter 6.



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