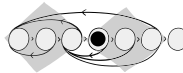


Project:  
Team:  
Version & Date:

# NABC



Lewrick / Link / Leifer  
The Design Thinking Toolbox  
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**Quick guide:** The NABC (Need, Approach, Benefit, Competition) is the minimal form of a business idea structuring method. This method is used to document or generate ideas and to present business ideas and innovation projects to feedback providers.

More tips & tricks for this template on book page: 177

## 1 Name and description of the idea

**Need**  
*Describe the need*

2



**Approach**  
*Describe the approach*

3



**Benefit**  
*Formulate the benefit*

4



**Competition**  
*Describe alternatives and/or competitors and unique selling propositions*

5

