

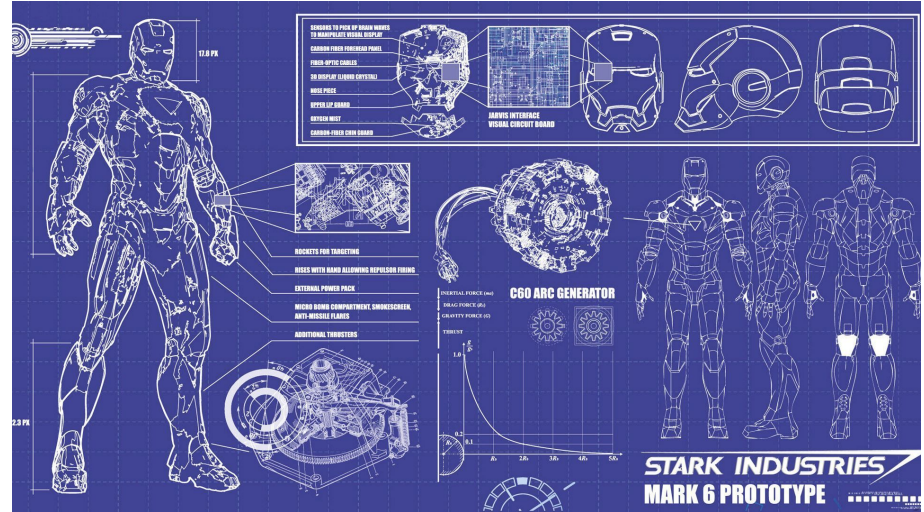
SAFA Entrepreneurial Lesson

Planning your innovation through drawing

Slow Down! Don't start building your idea until you plan.

Even Iron Man knew the importance of planning

The iron man suit needed blueprints before it could be created. This is because drawing plans are essential to creating a design, before diving in and creating your innovation.



Why is planning so important?

1. Without planning, your innovation is vulnerable to falling apart. It is difficult to create a successful product or service, without planning it out first.
2. Planning helps us find potential issues in an innovation, before we actually create it. Because of this, planning also helps us discover solutions to those problems, all before actually creating your innovation.
3. Planning helps us save time and money in product development. If you go straight into building your idea, it might not be successful right away. Then you will have to go through the struggles of building it all over, and wasting time to figure out solutions.
4. Planning allows us to stay organized. Being organized is a key entrepreneurial trait, and it's what separates a good entrepreneur from a great one.

How do entrepreneurs plan their innovation.

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The simple and most effective way is to get a pencil and a paper, and start drawing. This doesn't mean to just draw anything that comes to mind, but to start sketching your product.

You don't have to be a decorated artist to do this task, this is simply meant to help you plan your product.

Drawing out your innovation might seem boring and repetitive, but this is the most important step in being a successful entrepreneur. After all, your innovation needs to be flawless, and improper planning creates flaws.

Things to keep in mind while drawing out your idea

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1. What dimensions (size) should this be?
2. How many different parts are there in the product?
3. What mechanisms is my product using which need to be highlighted?
4. What color will it be?
5. What important details do I need to mention which cannot be drawn?

When drawing each part, think about if it would be useful to draw its mechanisms and details out, or would it make more sense to just draw out its appearance instead. If a certain part of your innovation isn't very complex or doesn't need to be drawn out, simply sketch how it looks and move on.

