

Amazon PR release

□ What is it

- A future visioning technique to articulate the benefits of the idea at the point of it being launched. It employs a PR release format, similar in content and tone as as would be used for launching the idea as a real world service/product.

□□ Who

- This can be completed as an individual activity by the owner of the idea or as a collaborative exercise with colleagues knowledgeable in the idea space.

□□ Running the technique

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