

# Cornwall Slush'D 2025 Ideation Station

Pin up a poster, share your idea and collect feedback on your business idea

This year, the Cornwall Slush'D Ideation Station will provide a simple and accessible opportunity to gain feedback on your business or product idea from a highly engaged and relevant audience before you launch your business.

You could use it for anything: market validation, test your price point, feasibility, gain partners, grow your mailing list etc. We'll provide a sticker-based dot voting system for those browsing. We'll ask:

- Do you understand it?
- Would you buy it?
- Would you invest in it?
- Would you tell a friend about it?

Those browsing the posters will use small dotted stickers to stick to your poster based on their feedback to the four questions above, giving you quantitative feedback on your idea.

You can either leave your poster at the Ideation Station and see what comes out of the dot voting system. Or you can loiter around it, ready to spark conversations from passers-by and gauge their interest and feedback.

## Format:

- Size: A3
- We can print your poster and bring it to the event for you.
- Send us your poster in either JPEG or PDF format by **5pm Wednesday 10th September 2025** to [startupcornwall@techcornwall.co.uk](mailto:startupcornwall@techcornwall.co.uk) with the email Subject: "Poster to print for Slush'D Ideation Station"

## Content to add:

If you need a template, you are welcome to use the outline below. This will be enough information for people to understand the problem your idea is solving and give you some feedback:

### "Why This? Why Us? Why Now?" Framework

#### 1. Why This? (The Problem & Need)

What is the problem or pain point that you are trying to solve?

## 2. Why Us? (Your Differentiation & Value Proposition)

How are you solving the problem? Show why your team, product, or service is the best choice compared to others that might be on the market.

## 3. Why Now? (The Urgency & Timing)

What is the sense of urgency? Encourages immediate action, such as a growing problem, external trends or market conditions that make this an urgent problem to solve and a good opportunity.

## 4. Your Ask

What are you looking for from the audience? Investment, customers, partners, feedback? Be explicit and give them a way to respond to you or help you.

## 5. Your contact details

How do you want people to make contact with you? Email address? LinkedIn? Give them somewhere to be able to follow up. They might be able to offer you support for your idea. A QR code that they can scan to connect with you or find out more might be a good idea, even if it just goes to your LinkedIn profile.

## How posters will be presented:

The board will look something like this. Your poster will be pinned to the board with stickers added to it by other attendees. So be prepared that your poster may get covered in stickers! Perhaps leave a border on the edge of your design.

