

A VISUAL DECISION-MAKING TOOL THAT HELPS FOUNDERS
AND NONLINEAR THINKERS MAP THEIR CURRENT WORK, SPOT
GAPS, AND CHOOSE WHERE TO FOCUS FOR MAXIMUM IMPACT.



SPOT

WHAT’S SHOWING UP?
IDEAS, PATTERNS,
SPARKS, OR PROBLEMS.



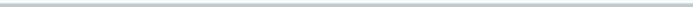
WEIGH

WHAT MATTERS MOST?
WHAT’S WORTH KEEPING,
CUTTING, OR PAUSING.



ARRANGE

HOW SHOULD THINGS BE
ORGANIZED? SEQUENCE,
GROUPING, DEPENDENCIES.



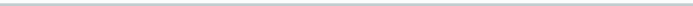
REFINE

WHERE CAN YOU REDUCE
NOISE AND IMPROVE FLOW?



MAKE

WHAT’S READY TO TEST,
PROTOTYPE, OR SHIP.



CIRCLE 1-3 ITEMS IN MAKE
TO MOVE FORWARD THIS WEEK

