

## 1 Clarify:

What problem are you trying to solve?  
What key functions do you need to develop?

## 2 Nature:

How does nature deliver the functions you are interested in?  
What organisms can inspire your solution?

## Value Proposition:

Who does your solution serve? How do they benefit?

## 4 Design:

What is your proposed solution?  
What is critical to success?

## 3 Ideate:

What key features do you want to develop?  
Which natural solutions are the best fit for you?