Ten worksheets for the Founder Brand Sprint.

Print one set for each person, plus one master set for the scribe. Every sheet matches an exercise in the facilitator guide and a frame on the board.

Use them like this.

- Print on A4, single-sided. A3 works well for sheets 3, 4 and 8B.
- Write alone first, in silence. Then compare.
- The scribe copies the agreed answers onto the master set and the board.
- Thick pens. Short answers. Real words.

Stuck? Look at the example.

From page 13, the whole set is filled in for Dune & Dew, a skincare company we made up. It shows the level of detail that makes a brief easy to price.

1 to 5	Session one
6A to 8B	Session two

1 Name the one person you serve first.

Session one, 35 minutes. Write alone first, then agree as a team.

Our first customer, in one sentence

What are they trying to get done?

Where do they look for help today?

What do they say when they are annoyed?

What would make them switch to us?

Second and third audiences. They come later.

2 Write the problem in your customer's words.

Session one, 30 minutes. Use real quotes. Exact words only.

The customer quotes we brought, word for word, with where each one came from

The problem as the customer would say it. Start with "I".

When does it hurt most?

What does it cost them?

What have they already tried?

The final sentence, in 20 words or fewer

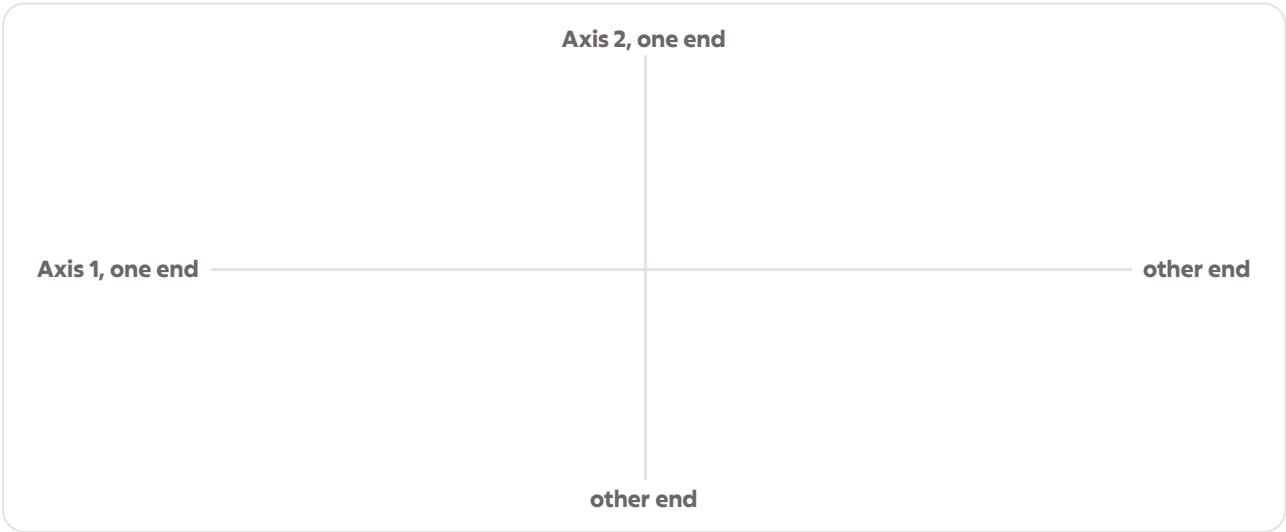
3 List everything your customer could choose instead of you.

Session one, 35 minutes. Be fair to every competitor.

Direct competitors	Other kinds of solutions	Doing it themselves	Doing nothing

Our top five alternatives	The honest reason a customer picks it

Choose two axes that matter to the customer. Place the five alternatives and yourselves.



4 Find the claims only you can make.

Session one, 35 minutes. Be strict. No proof, no claim.

Everyone says this	Some can say this	Only we can say this

Only-you claim	Proof we could show a stranger tomorrow

5 Write one line and make it pass three tests.

Session one, 35 minutes. Write two versions alone first.

brand name helps audience (exercise 1) fix the problem (exercise 2), because only-you claim (exercise 4).

My version 1

My version 2

Test	Line A	Line B	Line C
Swap test: still true with a competitor's name? Then it fails.			
Proof test: could we prove every word tomorrow?			
Stranger test: could an outsider say it back?			

Our line. It passed all three tests.

Runner-up, and what we learned from the tests

6A Set the sliders for how the brand sounds.

Session two, 20 minutes. Mark your own position in silence, then reveal.

Mark one circle per row. The last row is your own slider: write both ends.

Formal	1	2	3	4	5	6	7	8	9	10	**Casual**
Serious	1	2	3	4	5	6	7	8	9	10	**Playful**
Calm	1	2	3	4	5	6	7	8	9	10	**Loud**
Classic	1	2	3	4	5	6	7	8	9	10	**New**
Expert	1	2	3	4	5	6	7	8	9	10	**Friend**
Local	1	2	3	4	5	6	7	8	9	10	**Global**
_____	1	2	3	4	5	6	7	8	9	10	_____

Personality word 1

Personality word 2

Personality word 3

Our biggest gap, and how we settled it

6B Choose your words and rewrite three real lines.

Session two, 40 minutes. Keep the words that show up more than once.

Words we use	Words we avoid

Where it is from	Before	After, in our voice

Read the three new lines in a row. They should sound like one person wrote all three. If you also sell in Arabic, write the Arabic lines fresh. A translated voice rarely sounds like the same person.

7 Check the name before you fall in love with it.

Session two, 25 minutes. Score each check. Two worries count as one fail.

The name we are checking, and what it is for

Check	What we found	Pass, worry or fail
Say it		
Spell it		
Search it		
Claim it		
Translate it		
Check the register		

Result and next step

> This is a first screen. It finds obvious problems fast. It does not clear a name. Before you print, register or launch, ask a trademark lawyer in each market.

8A Log the images you love and the ones that feel wrong.

Session two, 15 minutes. Look at light, color and framing. Ignore the subject.

Our shared Pinterest board

Pin	Five images I love, and what exactly I love about each

Pin	Three images that feel wrong, and why

8B Sort your references into a visual direction.

Session two, 55 minutes. Write plain words a designer can act on.

Row	What we keep	What we avoid
Light		
Color		
Framing		
Texture and material		
People and casting		
Type and graphic marks		

Anchor image 1

Anchor image 2

Anchor image 3

Never this

Our visual direction in three sentences

Here is the whole set, filled in for a made-up company.

Dune & Dew is fictional. We invented it for this example. Any resemblance to a real company is a coincidence.

The story so far. Dune & Dew makes a daily moisturizer with sunscreen, a night balm and a lip balm for dry desert heat. It was started in Riyadh by a pharmacist. It sells online and through 12 independent pharmacies in Riyadh and Jeddah.

The sprint team. The founder, the operations lead, the customer care lead and a part-time content creator. The customer care lead facilitated.

1 Name the one person you serve first.

Example: Dune & Dew, a fictional company. Session one, 35 minutes. Write alone first, then agree as a team.

Our first customer, in one sentence

Working women in Riyadh, 25 to 40, who commute in summer heat and whose skin feels tight and flaky by noon.

What are they trying to get done?

Get through a 10-hour day with skin that does not feel tight or look shiny. Spend under five minutes on it in the morning.

Where do they look for help today?

The pharmacist at their local pharmacy. Skincare creators on TikTok. Sisters and friends. Big global brands at the mall.

What do they say when they are annoyed?

"Everything is made for London weather."
"My moisturizer melts off by 11."
"Sunscreen makes me look gray in photos."

What would make them switch to us?

A pharmacist they trust recommends it. A free sample in the pharmacy bag. Proof that it was tested in real heat.

Second and third audiences. They come later.

2. Men aged 25 to 45 who work outdoors for part of the day.
3. Mothers who buy skincare for teenage daughters.

2 Write the problem in your customer's words.

Example: Dune & Dew, a fictional company. Session one, 30 minutes. Use real quotes. Exact words only.

The customer quotes we brought, word for word, with where each one came from

"By lunch my face feels like paper." (website review)
"Do you have anything that doesn't melt in the car?" (WhatsApp)
"I use three products and I still peel." (said at a pharmacy counter)

The problem as the customer would say it. Start with "I".

I put on moisturizer at 7, and by noon my skin is tight, flaky and shiny, all at the same time.

When does it hurt most?

Midday, between the car and the office. Worst in July and August.

What does it cost them?

Money on products that fail. Fixing makeup at work. Feeling self-conscious in meetings.

What have they already tried?

Heavier creams (too greasy). Imported brands (expensive). Oils from home (messy).

The final sentence, in 20 words or fewer

My skin is fine at 7am and falling apart by noon, and nothing I buy is made for this heat.

3 List everything your customer could choose instead of you.

Example: Dune & Dew, a fictional company. Session one, 35 minutes. Be fair to every competitor.

Direct competitors

Big global brands at the mall. Two local skincare startups. Pharmacy own-label creams.

Other kinds of solutions

A dermatologist visit. Facials at a salon.

Doing it themselves

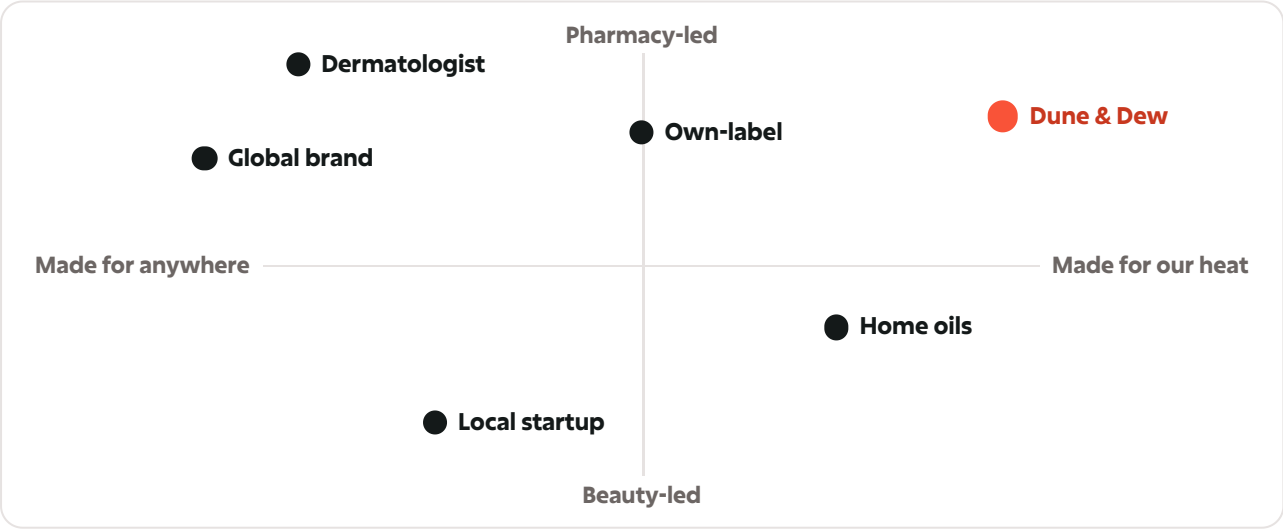
Shea butter and oils from the souq. Aloe from the garden.

Doing nothing

Living with it. Wearing more makeup.

Our top five alternatives	The honest reason a customer picks it
Global brand at the mall	Trusted name. Easy to find. Feels safe.
Local skincare startup	Beautiful Instagram. Feels young and local.
Pharmacy own-label cream	Cheap, and the pharmacist hands it over.
Dermatologist	Feels serious and medical.
Oils from home	Almost free. Mom swears by them.

Choose two axes that matter to the customer. Place the five alternatives and yourselves.



4 Find the claims only you can make.

Example: Dune & Dew, a fictional company. Session one, 35 minutes. Be strict. No proof, no claim.

Everyone says this

Natural ingredients.
Gentle on skin.
Dermatologist approved.
Fast delivery.
Great quality.

Some can say this

Made in Saudi Arabia.
Fragrance-free.
Halal certified.
Small batches.

Only we can say this

Every formula is heat-tested at 45°C before launch.
Founded by a pharmacist who still works pharmacy shifts.
Sold through 12 independent pharmacies whose staff we train.

Only-you claim	Proof we could show a stranger tomorrow
Heat-tested at 45°C	Stability reports for every product: 12 weeks at 45°C.
Founded by a working pharmacist	Her license, and her weekly shift at a pharmacy in Riyadh.
Pharmacist-trained partners	The list of 12 pharmacies and our training sessions.

5 Write one line and make it pass three tests.

Example: Dune & Dew, a fictional company. Session one, 35 minutes. Write two versions alone first.

brand name helps audience (exercise 1) fix the problem (exercise 2), because only-you claim (exercise 4).

My version 1

Dune & Dew is natural skincare for the Gulf.

My version 2

Dune & Dew helps working women in Saudi Arabia keep their skin calm through a long, hot day, because every formula is built by a pharmacist and tested at 45°C.

Test	A: Natural skincare for the Gulf.	B: The only skincare made for desert heat.	C: Keeps skin calm through a hot day. Pharmacist-built, tested at 45°C.
Swap test: still true with a competitor's name? Then it fails.	**Fail**	**Pass**	**Pass**
Proof test: could we prove every word tomorrow?	**Pass**	**Fail**	**Pass**
Stranger test: could an outsider say it back?	**Fail**	**Pass**	**Pass**

Our line. It passed all three tests.

Dune & Dew helps working women in Saudi Arabia keep their skin calm through a long, hot day, because every formula is built by a pharmacist and tested at 45°C.

Runner-up, and what we learned from the tests

B failed the proof test: we cannot prove "the only". A failed the swap test: any brand in the region could say it.

6A Set the sliders for how the brand sounds.

Example: Dune & Dew, a fictional company. Session two, 20 minutes. Mark your own position in silence, then reveal.

Mark one circle per row. The last row is your own slider: write both ends.

Formal	1	2	3	4	5	**6**	7	8	9	10	**Casual**
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Classic	1	2	3	4	5	**6**	7	8	9	10	**New**
Expert	1	2	3	**4**	5	6	7	8	9	10	**Friend**
Local	1	2	**3**	4	5	6	7	8	9	10	**Global**
Respect	1	2	**3**	4	5	6	7	8	9	10	**Cheek**

Personality word 1
Calm

Personality word 2
Expert

Personality word 3
Warm

Our biggest gap, and how we settled it
Serious to playful. Customer care wanted 7, the founder wanted 3. We settled on 4: we can joke about the heat, never about someone's skin.

6B Choose your words and rewrite three real lines.

Example: Dune & Dew, a fictional company. Session two, 40 minutes. Keep the words that show up more than once.

Words we use

heat, calm, tested, pharmacist, skin barrier, by noon, simple, summer, honest, Riyadh

Words we avoid

miracle, flawless, whitening, perfect, luxury, glass skin, secret formula, instant, chemical-free, glow-up

Where it is from	Before	After, in our voice
Website	Discover our luxurious range of premium skincare solutions.	Skincare made for 45°C. Tested here, by a pharmacist, before it reaches you.
Product page	Apply generously to clean skin.	Use a pea-sized amount after you wash your face. More will feel heavy by noon.
WhatsApp reply	Dear valued customer, your order has been dispatched.	Your order is on its way and should reach you tomorrow. Keep it out of a hot car if you can.

Read the three new lines in a row. They should sound like one person wrote all three. If you also sell in Arabic, write the Arabic lines fresh. A translated voice rarely sounds like the same person.

7 Check the name before you fall in love with it.

Example: Dune & Dew, a fictional company. Session two, 25 minutes. Score each check. Two worries count as one fail.

The name we are checking, and what it is for

"Shade Hours", a name for a new sunscreen line.

Check	What we found	Pass, worry or fail
Say it	Said on a call to a friend's sister. She said it back first time.	**Pass**
Spell it	She typed "Shade Ours". Close, but a worry.	**Worry**
Search it	Nothing in skincare on Google, the app stores, Instagram or TikTok.	**Pass**
Claim it	The .com is taken. A local domain and the handles are free.	**Worry**
Translate it	Reads well in Arabic. No slang meaning, checked with two people under 25.	**Pass**
Check the register	No exact match in a first WIPO search. Similar marks exist for cosmetics.	**Worry**

Result and next step

Three worries count as more than one fail. Keep it as a working name only. Ask a trademark lawyer to run a full search before any packaging.

> This is a first screen. It finds obvious problems fast. It does not clear a name. Before you print, register or launch, ask a trademark lawyer in each market.

8A Log the images you love and the ones that feel wrong.

Example: Dune & Dew, a fictional company. Session two, 15 minutes. Look at light, color and framing. Ignore the subject.

Our shared Pinterest board

Private group board: "Dune & Dew feels like", 112 pins from four people.

Pin	Five images I love, and what exactly I love about each
04	A pharmacy shelf shot from below in hard noon light. I love the long shadows.
11	A sun-bleached wall with one faded blue door. I love the chalky color.
17	An older woman's hands, no retouching. I love that it is honest.
22	An old Arabic pharmacy label with plain type. I love the type.
29	Glass bottles on a windowsill at sunset. I love the warm light.

Pin	Three images that feel wrong, and why
31	Pink marble and gold. Feels like a hotel lobby.
33	A model with heavy retouching. Feels fake, and our customer would know.
35	A neon green lab. Feels cold and far away.

8B Sort your references into a visual direction.

Example: Dune & Dew, a fictional company. Session two, 55 minutes. Write plain words a designer can act on.

Row	What we keep	What we avoid
Light	Hard midday sun, real shadows, warm late light.	Soft beauty lighting with no shadows.
Color	Sand, chalk white, faded blue, one deep clay red.	Pink and gold. Neon. Glossy black.
Framing	Close up, low angles, lots of empty wall.	Busy flat-lays with 20 products.
Texture and material	Matte paper, frosted glass, plaster.	High gloss and chrome.
People and casting	Real skin, women 25 to 45, natural faces.	Heavy retouching. Models under 20.
Type and graphic marks	Plain, calm type. Arabic and English with equal weight.	Script fonts and fake handwriting.

Anchor image 1	Anchor image 2	Anchor image 3	Never this
Pin 04	Pin 17	Pin 11	Pin 31

Our visual direction in three sentences

Dune & Dew looks like a pharmacy in the midday sun: hard light, real shadows and chalky colors. People look real, with skin you can see. Arabic and English sit side by side, plain and calm.

iklipse turns finished worksheets like these into brand identities that hold up in the real world.

See our brand experience work at iklipseworld.com/services/brand-experiences.