

# The Tools:

## The Cluster Member Card

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**NAME:** .....

**AGE:** .....

**POSITION:** .....

**COMPANY:** .....

**MEMBER TYPE:** .....

**MEMBER ROLE:** .....

(Decision maker, influencer, peer, recommender, minion, saboteur, other)

#### CLUSTER'S SERVICE

What does the innovation cluster offer this member?

#### MEMBER JOBS-TO-BE-DONE

What is the job(s) the member needs done? This can be strategic, financial, learning, network, market access, partner or more?

#### MEMBER GAINS

What are the positive outcomes the member wants to see? What does a fantastic innovation cluster look like to them?

#### CLUSTER VALUE PROPOSITION

What value do you bring to the member? Why is this relevant to them?

#### MEMBER AMBITIONS

What is the member dreaming of? What are their personal and/or professional ambitions?

#### MEMBER PAIN POINTS

What are the biggest problems and pains the member has? How can these be solved by the innovation cluster?

#### PERFECT FIT

What value do you bring to the member? Why is this relevant to them?

#### INDUSTRY LEVEL CHALLENGES

What industry level challenges does this member bring to the table?