

# FUTUREMAKERS TOOLBOX GUIDEBOOK

## Level 2



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# INTRO & ORIENTATION

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## HOW TO USE THIS GUIDEBOOK

*Your lab. Your notebook. Your builder's journal.  
You've got a spark. Now it's time to build something real.*

This guidebook is your personal space to test, sketch, reflect, and create—as you move through Level 2 of FutureMakers. You'll use it to:

- Map out your ideas and shape your prototype
- Capture feedback and insights
- Reflect on what's working—and what's not
- Stay on track without losing your spark

Use it however works best for your brain:

- Print it and go analog
- Fill it in digitally
- Sketch, voice-note, scribble—it's yours

This isn't a workbook to get "right."

It's a space to get real about what you're building and why it matters.

Let it be messy. Let it be honest.

Let it move with you as you build what matters.

# BUDDY MODE VS SOLO MODE

You choose how you want to learn:

## Buddy Mode

- Work with a partner or small group.
- Share ideas, give feedback, stay motivated together.

## Solo Mode

- Work on your own.
- Go at your pace, keep it personal, reflect quietly.

## JOURNAL TIPS – How to Reflect with Purpose

*Keep the core idea, but make it feel like a next-level reflection skill*

Suggested rewrite for Level 2:


In Level 1, you learned how to be honest on the page.

Now it's time to go deeper.

Use your journal to:

- Test new ideas
- Track growth
- Catch patterns
- Celebrate pivots and failures

*Write it, voice note it, sketch it.  
Make your reflection work for **you**.*

 *This reinforces the habit but acknowledges progression—like gaining a new skill.*




# CREATOR HABITS

Turn what you started into systems that stick  
You've already started building powerful habits—goal setting, focus, and self-leadership.

Now it's time to take those skills and make them work harder for you.

These aren't rules. They're tools to help you create with less stress, more rhythm, and deeper results. You've got momentum. Let's protect it.

 Micro-goals = real progress

In Level 1, you wrote your Linchpin Goal.

Now, break it down into tiny, testable chunks.

## Think:

- What can I do in 1–2 days to move forward?
- What small win would feel satisfying this week?

Keep it visible. Keep it specific. Keep it moving.

 Build feedback into your flow

Don't wait until it's "done" to ask for feedback.

Real creators build in feedback loops—small moments to reflect, refine, and try again.

## Try this:

- Share a rough draft with a buddy
- Ask: "What's one thing that works? One thing to improve?"
- Adjust. Move on. Repeat.

The best ideas aren't perfect—they're iterated.

 Use sprints to stay sharp

Timebox your focus. Give yourself a challenge.

"I'll sketch this idea for 20 minutes—no pressure, no edits."

Sprints build momentum, not pressure.

Use short bursts of effort to stay energized without draining your brain.

You don't need to work more. You need to work smarter.

🧠 Design your creative system

Your system should help you:

- Start easily
- Track progress
- Reflect without shame
- Pick back up after a break
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Make it visible. Keep it light. Adjust when it stops working.  
Systems don't have to be perfect. They just have to support you.

You're not just a thinker. You're a creator in motion.

# TOOLKIT FOR FUTURE MARKERS

## IDEA SNAPSHOT

From spark to first concept

You've got the spark. Now let's give it a shape.

Use this page to quickly sketch out your idea—no pressure, no perfection. It's just a snapshot of what's in your head right now.

### **1. What's the big idea?**

In 1–2 sentences, describe your idea like you're telling a friend. (What is it? What does it do? Who is it for?)

### **2. What problem does it help with?**

What real-world frustration, need, or opportunity does your idea speak to?

### **3. Who is this for?**

Describe your user or customer. What do they care about? What are they struggling with?

### **4. Why do you care?**

Why this idea? Why now? Why does it matter to you personally?

### **5. What's one way you could start testing this idea?**

Think of something small you could build, sketch, post, or show to get feedback.

# TOOLKIT FOR FUTURE MARKERS

## **PROTOTYPE PLANNER**

Test what matters before you build what doesn't.  
Most people build something... then *hope* people want it.  
You're doing it smarter.

This page helps you design a **quick, low-cost prototype** to test if your idea has real traction. You're not proving you're right—you're **trying to learn fast**.

### **1. What are you testing?**

What's the riskiest part of your idea that you need to test first? (e.g. Do people want this? Will they pay for it? Does the concept make sense?)

### **2. Who are you testing it with?**

Who will you show this to? What type of person might use it?

### **3. What will your prototype be?**

Pick the **lightest version** of your idea you can test (e.g. sketch, landing page, mockup, simple video, survey, Instagram story)

### **4. How will you test it?**

How will you get feedback or real data? (e.g. talk to people, post it online, run a poll, track clicks or interest)

### **5. What would success look like?**

Set your test goal. What result would tell you the idea has potential? (e.g. "At least 3 people say they'd use it." "10 people sign up.")



✨ **Bonus reminder:**

If the test flops—it's not failure. You just saved time, money, and energy you can put into a better idea.

## **USER SNAPSHOT**

Understand who you're building for—and why it matters to them.

Your idea isn't for "everyone." It's for someone specific.

Someone real.

This page helps you get inside their world so you can create something that actually fits their life.

### **1. Who is this person? Think of one type of person (or group) your idea is for.**

Name or label (made-up is fine):

Age range:

Where they spend time:

### **2. What do they care about?**

What excites them? What matters in their world?

### **3. What are they trying to do?**

What goals or tasks are they trying to accomplish?

#### **4. What's getting in the way?**

What's hard, annoying, frustrating, or stopping them?

#### **5. What would a great solution do for them?**

What result would make them say "Wow, this helps"?

**Optional:** Draw or describe your user (You can sketch them, add emojis, or describe their vibe.)

✅ You now have your user in mind. As you build, keep asking - "Would this actually work for them?"

## **LEAN CANVAS LITE**

Map your idea so it's clear, testable, and ready to grow.

This isn't a business plan. It's a snapshot of how your idea works—and how it could work better.

Fill in what you know now. Come back and update it as you test and learn.

### **1. The problem**

What's the core frustration, challenge, or need?

### **2. Your solution**

What's your idea in one sentence?

### **3. Who it's for**

Your main user or customer group

### **4. Why they'll care**

What value does it give them? What result, feeling, or outcome?

### **5. How you'll test it**

What's the simplest way to get feedback or proof that people want it?

### **6. How it could grow**

How might this turn into something bigger, stronger, or more impactful?

Your Lean Canvas is never “done.” It's a mirror of your idea, meant to change as you grow.

## LEVEL 2 COMPLETION CHECKLIST

Make sure you've explored these key pieces:

- My Idea Snapshot is written
- I built and tested a prototype
- I've talked to at least one potential user
- I created a User Snapshot
- I filled in the Lean Canvas Lite
- I reflected on what I've learned
- I feel ready to pitch or present my idea
- If most of these are done—it's time to move forward.



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