

Describing your initial idea

Input your responses in the yellow blocks

Name of product or idea	
What is the problem that it solves?	
How does it address the issue?	
Who has the problem?	
Is it a big market? How many people have the problem?	
Is the problem important in their life?	
What makes you and your team right to build the solution?	
Why is it such a great idea?	
Is it unique? How?	
Is there competition?	
Your name (or reference number):	