

Accelerated Excellence Program

Template: problem-solution

Input your responses in the yellow blocks

Name of product or idea [1]	
What is the problem that it solves? [2]	
How does it address the problem? [3]	
Who has the problem? [4]	
Is it a big market? How many people have the problem? [5]	
Is the problem important in their life? [6]	
What makes you and your team right to build the solution? [7]	
Why is it such a great idea? [8]	
Is it unique? How? [9]	
Is there competition? [10]	

Fill in your responses
in the yellow areas

Note that if you hover over a box, you will get a description of what you need to fill in

[1] Simon Gifford:

What will you call your venture (or what are you calling it for now)

[2] Simon Gifford:

Be very specific and clear

[3] Simon Gifford:

What is the propose eg a site to sell contemporary art; a dog-sitting service or a cure for cancer

[4] Simon Gifford:

Who are likley to be your customers Describe them eg age, gender, location, likes, attitudes, Whatever is appropriate. Of if you are selling to organisations, describe the type of organisation

[5] Microsoft Office User:

Can you estimate market size? Don't worry if you cannot do so at this stge, we tackle this in more detail later

[6] Microsoft Office User:

Do they think about this a lot? Does it bug them that the current solution is so bad / expensive?

[7] Microsoft Office User:

What skills / experience / insight / resources / experience do you have that will allow you to do this

[8] Simon Gifford:

Why do you want to do this?

[9] Simon Gifford:

Is it unique or different from similar ideas? Say how.

[10] Simon Gifford:

Cpplete what you know, although "Not sure" could be a reasonable answer at this stage