

# Idea Sheet

Title of our idea: \_\_\_\_\_

## WHO

Who are the target customers?

What are the customer needs?

What are problems with current solutions?

## WHAT

What is the value for the customers?

Which products and services do we offer?

## HOW

Key activities:

Key resources:

Key partners:

## VALUE

How do we generate revenues?

What are the main costs?

Why does the business generate a profit?