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| **Napkin Pitch** | |
| CONCEPT NAME: | |
| The Big Idea *(Describe the Concept)*: | Needs/Benefits  *(why stakeholder would want your idea, unmet needs it serves and stakeholder benefits)*: |
| Execution *(How solution will be delivered, assets and capabilities the solution leverages/requires and partners needed)*: | Business Rationale *(How concept addresses the opportunity in design brief, how it will benefit stakeholder, how stakeholder will achieve objectives, how will make stakeholder stronger in future)*: |