

SH Idea Pitches – Idea Description

Name of the service idea

Guiding Questions to answer

Example content only. Please edit your own content.



Responsible Name (unit code)

General information

- What is your basic idea which service you want to offer: (software product, service,...)?
- What is the problem it solves: e.g. solution principles, description of innovation leap
- Which systems, powertrains are affected? ...
- What is different or additional compared to current technical solutions? ...

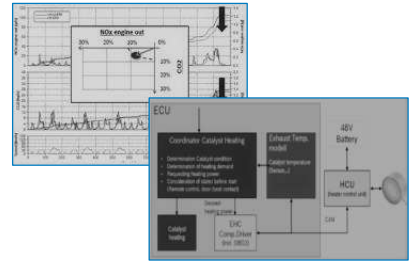
Focus Fields of Action

- Which are the current key tasks, milestones planned?
- What is your roadmap?
- Did you check the IP on your idea?
- What do you want to do with the 180h?
- Teambuilding: Who is involved and does what?
- Outcome: Result for next phase

Sketch your idea defining RB scope highlighting main components/software/service considered in business case (BC) evaluation.

Setup ONE consistent idea as BC for this documentation and describe it.

If there are more than one BCs please use further template or name further BCs as potential.



7

Confidential | PS-SC Service House | 2024-02-07 - O. Bodo
© Bosch Service House 2023. All rights reserved. Also prohibited in any disposal, exploitation, reproduction, editing, distribution, as well as in the event of applications for industrial property rights.



SH Idea Pitches – Pitch-In

Name of the service idea

*We want content!
Feel free to design your own presentation.*



— Desirability —

Customer benefits & addressed pains

- *What kind of pain-problems does the customers have?*
- *Who are potential customers/users? Do you have concrete customer requests and requirements?*
- *Who are potential partners within Bosch?*
- *How does it fit to our “search fields”?*

— Feasibility —

Customer benefits & addressed pains

- *How can it be implemented technically?*
- *Which hurdles do you see?*