

Global Change Award 2019

Describe and evaluate your idea: Need, Approach, Benefits, Competition

The value and potential of every idea can be described by trying to answer these four basic questions. The NABC-model is developed by SRI International and has successfully been used for early idea evaluation.

Keep it simple but try to be as specific and quantitative as possible.

Do not focus too much on your Approach but also focus on the Needs, Benefits and Competition.

Having a first NABC is a startingpoint and it will change over time as you iterate and learn more.

Talk to prospective users, customers and fine-tune your idea and NABC.

KTH Innovation will help you on the way so provide us with a draft and any possible questions.

Need?

Which problem(s) or unmet need(s) are you addressing?

Who is the customer? (i.e. has this problem/need and is willing to pay for resolving it)

How important is this problem or need for your customer? Why?

Can you somehow quantify the market such as overall size, prices, growth trends, profits?

Approach?

What is your approach (concept, product, business model etc.) for addressing the need?

What are the unique and/or most important aspects of your approach?

Benefits?

What are the benefits for the customer by using your approach?

(money/time/convenience/improved quality etc.)

How large are the benefits in relation to the cost of your approach?

Competition?

Which are the competing approaches (and competitor companies)?

What are the alternatives (other ways of addressing the need)?

Why is your approach and benefits better than the competition and the alternatives?

Check globalchangeaward.com for application support!