

PROBLEM

What is the problem you are solving?

What evidence (statistics, data, anecdotes, interviews) is there that this problem exists?

Who does this problem affect?

Why does this problem need to be solved and why is it the right time to solve it?

SOLUTION

What is your solution to the problem?

Does this solution correctly address the problem to be solved?

What is the potential impact of your solution if it is implemented?

What solutions are currently being used in the market for the problem you are trying to solve? What are the strengths and weaknesses of the current solutions? Can you identify any competitors?

What challenges might be encountered in the implementation of your solution? (Engineering challenges, societal challenges, learning curve, supply issues etc.) How might you overcome these challenges?

INNOVATION

What makes your solution unique? Is this a novel solution? How creative is your approach?

If your solution exists in another application, why is it suitable for this new target area? What are the advantages?

BUSINESS MODEL

How much will it roughly cost to develop your solution? Is there a market capable of affording this solution?

How will you sell/ lease the solution to the target market?

What is your unique selling point/competitive advantage?