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| **Business IDEA Descriptor**  Use this form to articulate a business idea with clarity. Focus on the core logic of the idea and how it addresses the referenced problem. Avoid describing solutions at this stage. Instructions and examples on <https://www.theinnovationmode.com/> | | Your company name |
| Name the idea | Type a compact name for the idea | |
| What is it?  e.g. a mobile app, a website, a connected device. | Briefly describe the form factor of the idea | |
| For Whom?  e.g. students, parents, young professionals, athletes etc. | Who are the primary users that benefit from the idea | |
| Doing what?  What is the core logic of the idea? What will it do if implemented? | How would users interact with the implemented idea | |
| Users benefit by …  How would users benefit by the implemented idea? | How would users benefit from the idea if implemented? | |
| Co benefits by…  The business model – how the idea creates value for the company | How would the company benefit from the idea if implemented? | |
| The situation  When does the idea make sense – when does the problem occur? | Under what conditions would the idea deliver value?. | |
| Details  Describe any other important aspects of the idea | Describe the idea in more detail. | |
| Business Area | Click or tap here to enter text. | |
| Compiled by | |  |  |  | | --- | --- | --- | | George Krasadakis | On | 21 April 2020 | | |