**Innovation Name***NAME that is suggestive of the benefit the innovation delivers***:**

**NEWS HEADLINE:** *In a sentence - what makes your innovation MEANINGFULLY UNIQUE.*

**CUSTOMER/STAKEHOLDERS:** *WHO, specifically, benefits from this innovation?*

**Customer/Stakeholder PROBLEM:** *WHAT problem, specifically, does this idea address?*

**Benefit PROMISE:** *Make a SPECIFIC or numeric promise to SOLVE this problem.*

**PROOF:** *WHAT is the Innovation & HOW does it work. Why should I believe you can delivery*

**PROFIT:** *How will you make a profit delivering this solution (provide numbers)*

**Raw Math Game Plan:** Your choice: a) Sales Potential, b) Cost to Develop, c) Savings, d) Other

**What is the market size**

**What is a realistic market capture (share of market)**

**Why is this realistic**

**What is your estimated cost per user/customer  
  
This is based on the following assumptions  
  
What is your expected margin per customer**

**This is based on the following assumptions**

**Key assumptions   
  
To be successful, the following assumptions will need to be true:**

**DEATH THREATS:** *Rather than compromise on the idea start the process of problem solving.  
What are the key death threats that should be investigated now*

**1. Death Threat 1**:

**I will DO** the following to learn more:   
  
Action / Date

**2. Death Threat 2**

**I will DO** the following to learn more:   
  
Action / Date

**PASSION** *This project is important because...*