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| THE **BUSINESS IDEA** FORM  Define your business idea with clarity. | Company’s Name |

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| **A: NAME YOUR IDEA** | |
| **Title**  Reflect the essence of your idea in a single sentence | *Summarize your idea in one sentence* |
| **The Situation**  What is the problem being solved and when does the  problem occur? | *Set the context in which the idea makes sense* |
| **B: WHAT IS IT ABOUT?** | |
| **The Users**  Who will interact with and benefit from your idea? *e.g. students, parents, young professionals, athletes, etc.* | *Describe the key personas involved* |
| **The Logic**  What is the core logic of the idea? Briefly explain how it would work and how it would address the problem | *How would the idea solve the problem* |
| **The Form Factors**  In what form could the idea be realized? *e.g. a mobile app, a website, a connected*  *device* | *Describe the forms that the idea could take if implemented* |
| **C: WHAT IS THE VALUE YOUR IDEA COULD BRING?** | |
| **How Users Benefit**  How would the users benefit from the implemented idea? | *Explain how each persona benefits* |
|  | *Explain how the company would get value from the idea* |
| **How the Company**  **Benefits**  The business model – how the idea creates value for the company and in what form? |  |

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| **D: THE DETAILS** |  |
| **Description**  Describe in more detail the idea from a user’s point of  view | *Provide all the details on how the idea would work* |
| **E: DOCUMENT MANAGEMENT** | |
| **Business Area** | *The business entity owning this document* |
|  |  |
| **Compiled by** | *The owner of the document On 19* September 2021 |

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