

Idea Name

Issue

Description

What is the idea about and what is its main purpose?

Needs / Pains

What problems is it addressing?

Main Capabilities

Describe 3 things that the idea can do.

Value

What value will the solution generate and for whom? What will be better once the solution is implemented?

Value for the planet  
(think of economical, environmental, social, political, cultural and technological perspectives)

Value for the company's ecosystem (ex: partners)

Value for the company