

Idea Name

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Idea Sketch

Short Description

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Who is the idea targeting at?

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What value does it provide to the target group?

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What is innovative or unique about this idea?

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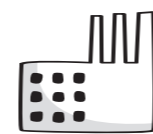
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Idea assessment



Business Value



Sustainability



Innovation Potential



User Value



Total Value

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