

SUBMIT AN IDEA

1. TITLE

Give a name that reflects the essence of your idea. Use the back of this form to submit your name

2. THE PROBLEM

What is the problem being solved and when does the problem occur?

4. USERS

Who will be interacting with and benefiting from your idea? e.g. students, citizens, shoppers etc.

5. VALUE (FOR THE USERS)

How would the users benefit assuming successful implementation of the idea?

6. VALUE (FOR THE BUSINESS)

How would your company get value assuming successful implementation of the idea?

7. FORM

In what form-factors could the idea be realized? e.g. a mobile app, a website, a connected device, etc.

3. THE SOLUTION

How will your idea address the problem being solved? Explain the high-level logic

8. BIG UNKNOWNNS

What are the big uncertainties that need to be handled? e.g. technical feasibility, demand, viability etc.

9. DOT-VOTING

Use this area to 'dot vote' for quick prioritization in your workshop. Capture feedback on the back cover



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CONTRIBUTORS

List here the originator(s) of the idea and those with major contribution

DATE

When was this idea captured?

WORKSHOP

The event/ occasion that triggered this idea

FEEDBACK & NOTES

Capture here quick feedback, key questions, potential next steps

