



<Insert name of your business concept>

Team Name:		
Team Leader:		
Team Member (incl. Team Leader)	Mobile	Email
High-level summary of the customer(s) and their unmet need: <ul style="list-style-type: none">• Who are the users you've identified and what is their unmet need?• Who are the buyers you've identified and what is their unmet need?		
High-level summary of your solution concept: <ul style="list-style-type: none">• What is your solution concept for the users?• What is your solution concept for the buyers, including proposed price?		
(4-6) week plan: <ul style="list-style-type: none">• How do you plan to approach the validating the <u>user needs</u>, <u>buyers needs</u> and their affinity for the solution concept? What can be expected at the end of the (4-6) weeks' worth of effort? How many customers will you have gathered objective feedback from?• What is the proposed total capability of your team commitment per week in hours?		

