

Concept name	
Catchy Slogan	
This is the situation Describe the situation, the actual target group needs, and his/her frictions. (Write this in the first person) I am... I need... But...	
This is the concept Describe the concept in plain language <ul style="list-style-type: none"> • What is the concept? 	
<ul style="list-style-type: none"> • How does it work? 	
<ul style="list-style-type: none"> • What is the benefit to the target group? 	
<ul style="list-style-type: none"> • What does it cost? 	
<ul style="list-style-type: none"> • How can I get it? 	