



## Mandatory headings for the written description of ideas

Your idea description must consist of the six sections described below. The text bites in italics are suggestions to things that are good to include in your description.

You can use this template like this:

Use the headings as the structure for your idea description, delete the existing texts in *italics* and fill in your own. Remember to delete everything above the line below, and then upload your written idea description as a PDF on "My page".

**REMEMBER** –you only have 4800 characters incl. spaces.

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### **Idea**

*Describe the problem and explain how your idea is a solution to this problem. Describe how you came up with the idea and what is new about it. Tell how you researched the market and how your idea is different from what already exists. Explain how your idea is based on your specific professional/technical knowledge. If you have already developed a business model, you can describe it here.*

### **Value creation**

*Explain how and for who your idea creates value and makes a difference. Tell what kind of value the idea creates, i.e. if the value is social, cultural and or financial.*

### **Target group**

*Explain why you chose this specific target group and why the target group has a need for your idea. Tell about the surveys and knowledge that supports your choice of target group.*

### **Realization**

*Describe the resources needed (funds, knowledge, experts etc.) to realise your idea. Explain how you have researched or tested if the idea can be realised.*

### **Partners**

*Tell about your network and partners and how they have contributed to the development of the idea. Did you get any feedback already and how did you use it? Tell what partners you need to contact in the future.*

### **Sustainability**

*Describe how your idea contributes to sustainability and / or SDG's. Have you included either sustainable production ways or social responsibility in the idea? If the idea does not work with sustainability or world goals – you need to argue why this is not relevant to your particular idea.*