**IDEA PROPOSAL**

**(Team number1)**

**Date:**

**Team and team composition:**

|  |  |  |  |
| --- | --- | --- | --- |
| Student ID | Name | Dept. Code | e-mail |
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**Motivation**

(*What are your objectives and/or expectations regarding this course? Why do you prefer to take this course?)*

**Short explanation of the project with value proposition**

**Value proposition statement** (*should fit the space below, max 70 words*):

(*A value proposition statement is used to summarize why a consumer should buy your product. As such, targeted customer with a given problem or need should be specified. The statement should convince potential customer that your product or service will add more value or provides a better solution to the problem than other possible offerings.*

*You can use a template or the table below. A suggested template for value proposition statement used in Stanford university is given at the end of this document. Also check the following web sites:*

<http://plantostart.com/10-value-proposition-examples/>

<http://torgronsund.com/2011/11/29/7-proven-templates-for-creating-value-propositions-that-work/>

<http://www.wordstream.com/blog/ws/2016/04/27/value-proposition-examples> )

|  |  |
| --- | --- |
| Target Customer: |  |
| Problem/need or opportunity associated with target customer |  |
| Your solution, proposition |  |
| Comparison with competitors with your key differentiation |  |

**Short Explanation** (at most one page):

*Describe your idea by explaining its principles. You may list your objectives to solve the problem/need.*

*Also include an illustrative picture/drawing of your idea if appropriate.*

(title: Product Name)

For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(target customer)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

who\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(statement of need)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (product name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(product or service category)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(statement of key benefit)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Unlike \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(main competitors or alternatives)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

we \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(statement of differentiation)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

