

**Idea Resume Form**  
**Business Enterprise Center**

**Date:** \_\_\_\_\_

**Name the Idea:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Number:** \_\_\_\_\_

***Summary – 1 to 2 sentence description of your idea/project concept:***

***The Need*** – Describe and Test for valuable unmet potential

Describe the basic problem, frustration, or desire. What is the impact and how immediate is it? Is the need one of long-term risk prevention (vitamin) or immediate relief (painkiller)? Who are potential customers (classification or anecdote)? How/why are they unhappy with the solutions available today? What would they be willing to pay and can they afford it? How widespread may this group of customers be?

***The Solution*** – Succinct, understandable description

What is “it”? – Is it a product or a technology that enables a host of products? Describe the offering (device, technology, service, customer and business model). What is it for? How does it meet the described need? How does it work? What does it replace& why is it better, faster, or cheaper? Who would use it? Why would anyone value it over alternatives? Are there other groups of customers or related needs that may benefit from a solution like this? Are there emerging trends that are just beginning to gain momentum?

***Business Potential*** – How to Win

What is the unique advantage? Are others doing it (if so how is this different, if not why not)? How might profit be captured? What barriers are there to competition? How is the “market space” controlled? Outline any special business model and strategic control options or issues. What investments are necessary? Is it important to other businesses? Why will you win here?

***Key Issues*** –

What are the primary objections or issues to viability? How could they be preliminarily tested/investigated at very low cost?

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***Recommendations and Next Steps*** – Easy / Low Cost Validation

What initial sequence makes sense (recognizing the degree of testing will be iterative)? Assess cross-functional balance in next steps. Identify and consider balance/sequence of Progress, Information, Assessment, and Commitment steps. How developed will the business concept be by the completion of the next steps (e.g. ready for venture funding phase)? Will the “proof” (assumption validation) support the follow-on commitment level (seed funding)?

***Requests and Key Alliances*** – What do you want / need

What resources are needed to move forward? Is this sufficient to complete the next steps? What do you want from the person you are sharing the plan with? Can they give it to you? Are there interim resources required for the validation and assessment steps?

***Estimated Financial Requirement to Next Checkpoint*** –

***Timeline and Metrics to Next Checkpoint*** –

***Benefits*** – Why Help?

What benefits accrue to the helper? What are the benefits for the specific organization and individual being solicited?

***Momentum*** – Is this going anywhere?

Approximate date idea conceived, origin/inspiration, contacts to date, specific actions taken to move the idea forward. List endorsements or credibility enhancing elements.

***Resulting Decisions:*** Author: Can the idea be extended to a business concept worth presenting?

***What are the next steps?***

Audience:

Go -> commit the requested support? Join the crusade?

Assist -> Agree to advocate and recommend to others? Pass on valuable contacts?

No-Go -> Take time to provide feedback?

Author: Based on feedback is it worth continued pursuit?

Does it need to be revised?

Does it need a new audience?