

# IDEATE - WHAT'S THE IDEA

## Questions to be answered:

- **Is there the demand? - Desirability**  
What are the concrete problems or challenges we want to address?  
What is the possible customer segment?  
What are we promising to our customer segment?
- **What is the idea?**  
What is the concept idea or solution we have in mind?
- **Can we do this? - Feasibility & viability**  
Who are the partners and what input and commitment does each partner contribute with?  
What is the cost structure (revenue & cost)?  
Do we know the technology exists, or do we need to make a proof of concept?
- **Should we continue? - Mutual agreement**  
Plan high-level roadmap and next steps  
What is unfair advantage of this concept?

## Potential activities:

Sign NDA

Fill in Idea canvas

Define assumption that needs to be investigated more

Plan how to reduce uncertainties

Agree how to proceed together

Sign co-creation agreement