



CONCEPT PRESENTATION

Name of team:

Team members:

1. Customer and customer's problem

FOR:

CUSTOMER'S PROBLEM:

Describe your customer

Describe your customer's problem

2. Value proposition

Sub-headline:

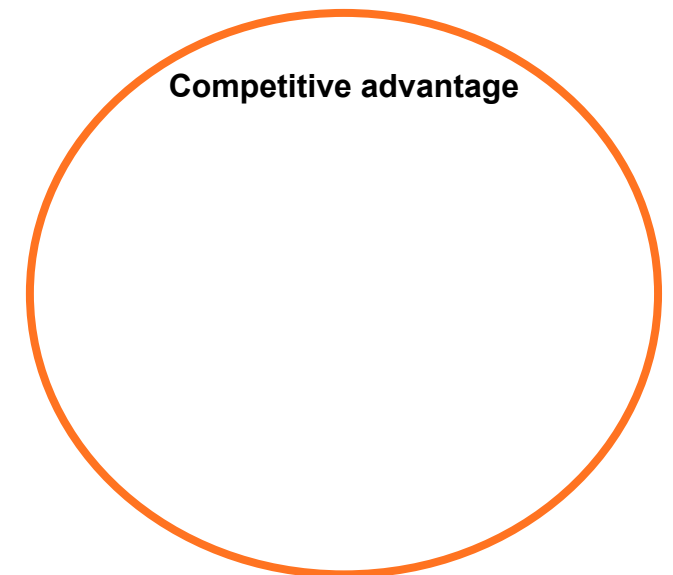
Key benefits:

Explanation of what you offer, for whom and why it's useful

3. Solution and competitive advantage

Name of your solution:

Describe your solution:



4. Viability/customer perspective

Which are the ways the customer can earn revenue and profit with your concept:



5. Integrity/customer perspective

**Is your solution environmentally sustainable?
Is your solution socially acceptable?**

**Note that acting responsibly
is often a strategic choice for
the customer – just as it is
for us.**

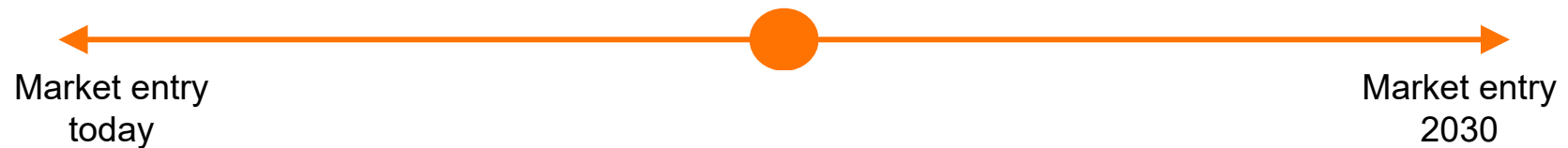
6. Feasibility/our perspective

MATURITY OF TECHNOLOGY

COST STRUCTURE

7. Feasibility/our perspective

Which are the ways in which we can revenue and earn profit from this concept:





WÄRTSILÄ

8. Use case

How could we create a quantified use case of your business model?

