**Mandatory headlines for the written description**

**Here you have the mandatory headlines to use when writing the idea description. The texts in *Italic* are guidelines for what to describe under each headline.**

**How do you use the template? Type in your description under the headlines, then delete the text written in *Italic*. Copy the description (including the headlines) and paste it into the text field at ”Min side”.**

**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, and 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.*

**Realisation**

*Describe the resources you need (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. Who did you talk to, what was their feedback and how did you use it? Tell what partners you need to contact in the future.*