

## B. Market

For whom is this a problem and why is it desirable to get a solution?

Existing customers?  
New segments?  
Internally?  
Value chain partners?  
Other?

## C. Solution/results

What is the business idea that will solve the problem?

What will the stakeholders in the value chain gain by solving the problem

## D. Key questions

What are the fatal assumptions behind the idea?

What assumption can potentially kill the idea if proven wrong?

Do you **know** they are valid or do you **think** they are valid?

How can we validate them – easy, fast and cheap!

What are the essential questions to answer to move forward?

## A. Problem

What problem do you want to solve?

Why do you want to solve it?

Internal/External business and sustainability.  
Always find the customer angle.

## G. Framework

What is our internal frame conditions for developing the solutions?

What is the external frame work conditions – trends, market forces, regulation etc.?

What alternative/competing solutions is already out there

How do we differentiate from them?

## E. Methods/tools and resources

What methods or tools do have that can be used to reach the desired results

What resource – people/partners, knowledge and strength do we have? What is missing?

## F. Evaluation

How will we know that we are moving towards success?

How will we know that it is a success in the end?