Name of the team - Idea

| Challenge What you are resolving | Your solution What do you offer 3 key benefits of it | Value Why this idea w | vill fly | Difference Benefits that make it unique | Customers Whom and how to offer |
|---|--|--------------------------|------------------------------|--|------------------------------------|
| Estimated effort to make it actual product (if planned) | | | Idea of income (if planned) | | |
| Effort & Investments | | | How to invoice, example fees | | |