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|   *Team/product name or logo (if you already have one)* |

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| *Describe your idea in one sentence. This is your position statement and can be your slogan.***Our** *write the name your product* **help(s)** *write who is your customer* *to increase or improve what? (customer gain) .* |
| **Problems we solve (customer pain)** *Write* *1‒3 problems what your customers face today. Why is this a problem for them? Describe the problems in 2‒4 sentences*  |
| **Benefits (Your offer)** *Describe in 2‒5 points**how will your product make people´s lives different?* *how do they benefit from your product?* *This develops further your positioning statement. Include a description of what it is, why it’s needed, and why it's better or different than other similar products or services.* | **Features***Describe in 2‒5 points**How does your product work? For example, is it an app, a website, a game, a physical product?**How does it look like? How does it feel?** *What material is it made from?*

*What is special about it? Why is it good / convenient / fun to use?*  | **Milestones**Write here important dates and steps of your team´s activities. For example:**So far:**Team Founded: October 17, 2018 First mentor meeting with *name of the mentor*: …Idea confirmed: …First sketches: …**To come:**First prototype: …Working prototype: … |
| **Market** *Add 1‒2 sentences about your audience/customers. Who are they? How many people would need your product? You will know more about them after customer interviews, but what do you think now?*  | **Competition** *Add 1‒2 sentences about similar products on the market. What are the problems with these other products that make your product different and better? Or maybe you can combine features of several products to have your own unique idea?*  |
| **Team** *Who´s who in your team? Write the names of your team members and describe in 1‒2 points what is a role of this person or what are his/her strengths. Who is the leader (Manager), do you have a tech person (Developer), who does the artwork (Designer), who is best in communication (Customer relations)? You can have more roles and one person can be in several roles.* |
| **Contact:** *How can future investors or customers find you? You can add an e-mail now, but if you for example plan to have a website write it down already.* |