

MY CONCEPT - TEMPLATE

1. **EXECUTIVE SUMMARY:** in max 100 words

2. **INSIGHT ABOUT CHILDREN & YOUTH**

Problem: What problem(s) are you solving for children & youth?

- a. Describe the specific problems you are solving, based on insight about children's social digital play, and technical & market opportunities

3. **BIG BENEFIT IDEA**

Solution: Tell us about your solution of the problem

- a. What is your business concept, and how does it work?
- b. How does your concept solve the social interaction challenge in children's digital play? (short term benefits for children & youth)
- c. What is the expected impact of your solution on children's development of social skills? (long term benefits for children & youth)

4. **REASON TO BELIEVE**

Ethics: What are your immediate ethical thoughts about involving children in the process?

Co-creation: What is your immediate approach on co-creating with children in the process?

Customers: Who are your customers?

Competitors: Who are your competitors?

Positioning: What is unique about your concept?

Business Model: How does it make money?

Vision: What is your big vision?

Why now: Why is now the right time to launch your concept?

Team: Who is on the team? What is your background, capabilities & weaknesses? (where do you need most help)