**Converge Challenge 2019 KickStart**

**Business Case Template**

**Description of the Project**

What do you do (brief summary of the project)? Who you are (team)? Where are you based?

**Description of the Product/Service**

What products and/or services do you offer?

What problem does your product/service solve? How does it do it?

What stage is the stage of development for your product/service

Idea

Proof-of-concept

Prototype

Product

What is your minimal viable product?

**Description of the market**

What market are you targeting?

How big is the market and is it growing?

In case of multiple markets, which one are you planning to target first?

**Customers**

Who is your customer and is it different from your user?

What value will you deliver to the customer?

How do you get, keep and grow customers? What is your channel to reach the customers?

Which customer relationships have you already established?

**Competitors**

Who are you competitors?

What is your unique selling point?

**IP**

What is the intellectual property behind your project (patents, design rights, trade secrets, copyright)

**Key Activities**

Outline project plan for the next 12 months

**Key Resources**

What resources do you need in the next 12 months?

**Revenue and Costs**

What value are your customers willing to pay? What do they currently pay?

What your costs will be?

How will you make money?

**Use of prize money**

How will you use the prize money?

When do you plan to incorporate your company?