NAME OF YOUR CONCEPT

ILLUSTRATION / SCENARIO

What is your issue ?
What are the different problem you identify, in which context ? What is the challenges you focus on ?

What solution are you bringing ?
Do you propose new usages, new spaces, services... In which ways is it different from other existing projects ?

" For ... (who, target) who ... (issue, problem), ... (name of the concept) is ... (what, description) which provides, lets, allows to ... (what, advantage, benefit) with ... (caracteristic, differences from other existing projects) "

Who are your users & actors ?
Who will use your project ? Who is going to manage it ? How ? Is their some necessary tools to develop ?

+ *Which aspect of your concept has the biggest potential in your idea ?*

− *What is the most problematic in term of feasibility (technique financial, ethic..)*