

## What is the idea?

What problems are you trying to solve?  
How does your idea work?  
What are the key features of your idea?  
What are the benefits for your customers?

## Assumptions about customers

Who are your customers going to be?  
Remember they can be internal or external customers.  
What problem do they have that you are trying to solve?  
How are you going to talk your customers?

## Assumptions about enablers

Who are the key people / groups / organisations that will help make your idea happen?  
What do you need from them?  
What's in it for them?

## Assumptions about value

Why is this a good idea for your organisation?  
Will it deliver value by helping improve people's lives, bringing in more money, saving money or something else?

## Assumptions about the costs

How much will your idea cost to develop?  
How much will it cost to run?  
Remember and think about you and your colleagues time.

## What is the most important assumption?

Which of these assumptions has to be true for the idea to have any hope of success?  
For example, it might be critical that you can make your widget for less than 28p.  
Or, to deliver your product, you might need to recruit a dozen big-data specialists to work for shares in an unproven product. What is the riskiest, most important assumption?