



The Next Big Idea for Product, Service, or System Innovation Comes From YOU!

Idea Name: _____

Name: _____

Email Address: _____

Tell the Story: Briefly explain your idea or problem that should be addressed.

The Customer, The Employee & Their PROBLEM: Clearly describe **WHO** the customer or employee **IS** and **WHAT** their problem, wish or complaint is.

Customer Benefit Promise: Make a meaningful promise to address the problem. Answer the question: Why should I, the customer or employee care?

Details on what the project is, and how it works on the back of card.



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Provide a description of one or more of the following:

1. What is the solution and how does it work?
2. What meaningful difference will make this possible?
3. Provide reasons **YOU** believe that this will actually work.

This solution is important to me and my organization because...

This is of great value or importance when you consider...

Purpose: Addresses an: Check One <input type="checkbox"/> Important problem (weaknesses/threats) <input type="checkbox"/> Important opportunity (strengths/opportunities)	Focus Area: Check One <input type="checkbox"/> Established Customers <input type="checkbox"/> New Customers
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Signature _____

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