

# Core Idea Sheet

Goal: Find and describe the essence of your idea.

<p><b>GOAL</b> What is the goal of this project?</p>	<p><b>IDEA</b> What is the idea in one sentence?</p>
<p><b>CONTEXT</b> What are constraints and enablers that influence the possible outcome? (Target audience, budget, time to market, brand strategy etc.)</p>	<p><b>USP'S</b> What are the three unique aspects that make the idea stand out?</p> <ol style="list-style-type: none"><li>1.</li><li>2.</li><li>3.</li></ol> <p><b>REQUIREMENTS?</b> What is needed to make the idea happen? (Budget, time, people, hardware, etc.)</p>