|  |  |
| --- | --- |
| Case # | Title |

## Need (optional)

Describe which need the idea/technology fulfills or which problem it solves.  **Figure/Image**  
Include a figure that quickly and simply explains the idea. E.g., a drawing of the solution/architecture or value chain where the solution is contextualized. Provide a short text description with images.

## Description

Provide a short (≤ 50 words), clear and concise description of what the idea *is* and what it *does* (not *how*). Make it understandable for a person without specific domain knowledge. State the most important aspects, especially those that set the idea apart from existing or alternative solutions.

## Benefits

This is where the unique benefits of the solution are explained. Benefits need to be compelling, credible and relevant to a potential user. Use terminology that is relevant for users. If possible, state quantitative and qualitative benefits. A reader should understand how the solution increase revenues, decrease costs or otherwise be of value to an organization, a user or society.

The table is optional

**Features** – properties and functions of the solution (speed, size capacity etc)

**Benefits** – the benefits that the features bring to users  
**Values** – the values created by benefits

|  |  |  |
| --- | --- | --- |
| **Feature** | **Benefit** | **Value** |
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## Validation (optional)

Provide evidence that your innovation does what you say it does. Independent 3rd party validation by a recognized industry testing or certification organization is best, although an organization utilizing accepted industry testing regimen and standards is acceptable.

## Requirements (optional)

Specialized equipment or resources (even policy or legislation) required for your product to work as designed. For example 3D algorithms that require 3D measurement data.

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| --- | --- |
| **TRL** | **CRL** |
| 5 | 3 |

Development status  
What stage of the development process are you in? Do you have prototypes? Timeline for development? Describe status of the solution in terms of its readiness regarding:

* Customer Readiness level: its readiness to be utilized by a customer
* Technology readiness level: Development status of the solution

## IP Protection

* List any patents in progress or held
* Include any additional relevant IP information

## Team (optional)

Describe the different roles and competences within the team. Who is the champion? Can be excluded for products or technologies.

## Competition

Who are your competitors and what are they offering? List advantages of your innovation versus its primary competitors or competing solutions. These advantages should be objective and whenever possible, measurable. Don’t exaggerate – if the prospect were to say “prove it”, you better be able to demonstrate your technology does what you say it does, AND your competitor cannot demonstrate results that exceed what you claim THEY are capable of. To add credibility, consider including advantages competing solutions have over yours. Doing so causes readers to place more authority in your claims.

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| --- | --- | --- | --- |
|  | **Competitor advantages** | **Competitor disadvantages** | **Your advantages** |
| Regular salt | can be used as a preservative | mainly sodium, health risks | No sodium |
| No sodium Salts (potassium) | On the market | Bitter or metallic after taste | No bitter metallic after taste |
| Low sodium salts | Limited reduction of the sodium content |  | No sodium |
| Herb and spice blends | All-natural, no sodium | Many different tastes | Salty taste |