

Title

Give the idea a marketable and catchy title

Draw the idea here

USP/ESP/Quote from a user

Describe the idea in 3-5 sentences



/10

Value for the customer?



/10

What is the economic potential of the idea?



/10

Overall gut feeling for the idea?



/10

How well does the idea fit the brand?



/10

Is the organisation able to implement this idea?

AT-ONE



idea