

# What's nice to have when uploading an idea

## Information About the Idea:

- How did the idea originate (a short story)
- What types of benefits will customers and companies gain from using this idea?
- What is the competitive next best product/service? (does it even exist?)
- When your product/service is brought to life how do you envision the market to change?
- Who is this product/service intended for?
- In your opinion how difficult (what's required) is it to make this product/service a reality. Are there any key enablers permitting this to be brought to life?

## In Depth Analysis of Business Benefits:

- Describe the types of customers these products could be made for.
- Do you have a prototype of the product/idea/service? (if so, please embed the prototype on the web-page)
- Do you have this patented? (if so, please provide the patent number)
- Do you have a short video explaining the idea? (if so, please upload it)
- Do you have any financial calculations? (if so, please upload them)
- Do you have a market entry strategy?

## Attachments:

- Image of the product (if you have one in your mind). You can upload a picture of how you envision it.
- Video (a short pitch video, music video of your song, advertisement, etc.)
- Patent number (this is optional but if it's a product it's a nice to have element)
- PowerPoint presentation with any additional information
- Any other documents (designs, lyrics, etc.)
- And the form of contract (will you like to sell a license to use your idea or maybe sell the rights to your idea).