INNOVATION PLAN TEMPLATE FOR "BEST NEW MOBILE SERVICE"

The 25 teams that are selected for phase two of the competition will be asked to write an innovation plan. Deadline for the innovation plan is April 30. The jury will choose the finalists and winners based on the innovation plans.

The innovation plan should be submitted as a Word- or PDF-document.

Below is a sample outline of an innovation plan, meant as a support as your write your own innovation plan. You can use each bullet as heading. But you can of course also modify your innovation plan, adding and deleting sections as you see fit. We do encourage, however, everyone to use images and illustrations to show what the service will look like and how it will be used.

Anyone that is familiar with standard business plans will recognize the inspiration for our template innovation plan. The jury is of course eager to understand how your particular service will turn into good business. However, we do not require you to calculate the financials for your operations, which normally is a fundamental part of any business plan.

Sample Innovation Plan

1. Executive Summary
   • Summarize your innovation plan and give a short description of your business idea. The summary should answer the questions of what you are selling, how you intend to sell it, who you will sell it too and what is unique about your business idea.

2. Service
   • Describe your service
   • What possible areas of use are there for your service?
   • Which area(s) of use have you selected and why?
     • What in you service needs further development before your innovation is complete?

3. Customers
   • Who are your intended customers?
   • What value does your service add to the customer and what need does it fulfill for them?

4. Market
   • How large is your intended market and what is its growth potential?
   • How will you position your service in the market place?

5. Distribution
   • How will you quickly spread your service and reach a large audience?
   • What does the value chain look like and which other market participants do you have to interact or cooperate with? What is for instance the negotiating position of your subcontractors? What is the customers’ negotiation base in relation to you?

6. Competition
   • What is the competitive scene? Are there other companies or services that meet the same need as your service, and if so, who are they?
   • What substitutes to your service are there or could be envisaged?