## Draft Program – Team Information Form

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**Team name:**

**IDEA**

**Product or service description**

In as concrete terms as possible, describe how your product or service will function. What is new or innovative about it?

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**Customer need**  
Reasons why your future customers are buying this product? What are the benefits of your product to your customers? What does it do for them? Define the need independently of your product.

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**Comparison to existing products or services**

Describe existing products, services or methods that customers currently use to satisfy their need. How much are your customers spending money or effort on these options at the moment? How is your product or service better, cheaper or easier than these alternative methods?

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**Financial calculations**  
A. How much are your customers willing to pay for a single unit of your product or service? B. How many times a year will they buy from you? C. How many potential customers are there who have this need you are targeting? D. How big percentage of these potential customers do actually need to buy from you in order you reach 1 million in revenue? [1.000.000 € / (A \* B \* C)]. If your customers should buy from you rarely than once a year, change this calculation to a five-year or ten-year revenue calculation.

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**TEAM**

**Background story**  
What lead you into developing this idea? What is the background story?

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**Team description**  
Team’s key people contact information (name, email, phone number, education, school) and description of the roles and tasks in the team.

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**Motivation**  
Describe here the long-term motivation for each of the team members individually to be involved in this project. How much time are the team members prepared to invest into this project during the next 6 months?

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**FUTURE**

**Uncertainties**  
What are the most important uncertainties of your idea? What are you least certain about?

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**Testing Plan**  
What uncertainties are you planning to test first and how? What kind of tests/tasks will you do? How much time is required for these tasks?

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**Attachment files**

For example, an illustration or a more detailed description

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**Team member signatures**

I assure that the information of this form is correct and that I as member of the team have read and accept the terms and requirements of the Draft program found at Draft website <http://www.draftprogram.com> and also accept that my personal information is used according to the privacy statement at <http://www.karelia.fi/rekisteriselosteet/Tietosuojailmoitus_Draft_ohjelma.pdf> and <http://www.karelia.fi/rekisteriselosteet/Tietosuojailmoitus_Draft_ohjelma_ENGLISH.pdf>

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| Place and time; signature and name in block letters. |
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