IDEA UNDERSTANDING

IDEA OWNER'S NAME

LOCATION OF IDEA CONCEPTION

DATE

PROBLEM DEFINITION OR UNMET NEED

WHAT DO WE ALREADY KNOW ABOUT THE PROBLEM?

:: Is this a real un-met need? :: Is this a problem that is unique? :: Do we know the target market?

:: Do we know which care setting/s it is for? :: Is this a global problem? :: Is this a new problem? :: Who are the stakeholders involved?

:: What are the prevalances and are they increasing or decreasing? :: Do we understand the problem fully?

:: Who could help to answer these? :: Are there existing solutions to the problem?

WHAT INFORMATION DO WE NEED TO KNOW?