



My LIFE IS MY IDEA

**NATIVELEAD**  
— FOUNDATION —

# IDEA NAME

**Student /Entrepreneur name(s)**

1

# IDEA OVERVIEW

- Explain your idea . A one-line description.
- Brief Overview

# THE PROBLEM

- Clearly define the problem
  - Who is facing this problem?
  - Why there is a necessity/ need for your product/ service?

# THE SOLUTION

- How are you solving the problem?
- Identify the solution to the specific pain point (problem) you identified in the previous slide.

# CUSTOMER SEGMENT

- Who is your target customer ?
- What benefit do you give to your customer?
- How will you reach your customers in a cost-effective manner? (Marketing)

# VALUE PROPOSITION

- What type of product/service is yours?  
Website/Equipment/Social/Management system,  
mechanical equipment
- Why should customers choose you? What is your  
value proposition or benefit provided?

# FLOWCHART

- Can you draw a simple flowchart showing how your product/business will work .
- Your flowchart should explain “How to implement your idea”

# REVENUE MODEL

- How do you plan to make money ?
- If your are working on a social idea, how do you plan to create an impact?



# COMPETITORS

- Is any company already working out your idea?
- List 3 competitors if any
- How are you different from competitors

# FINANCIAL EXPECTATIONS

How much money you need for the project?

How will you use the money?