

Summary of the innovation

Company Information

Name:

Contact person:

Address:

Email:

Telephone number:

Country:

Your innovation in 100 words

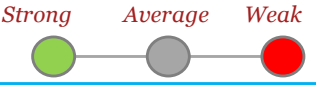
Focus on clients' challenge & your solution to it

Details about your innovation

Define your innovation on the following criteria

1

Strong Average Weak




Innovativeness

How do you rate the innovativeness of the idea?
Is it something new for FM/RE market?
Does it solve client challenges in a completely new way?

...

2

Strong Average Weak




USP

How do you rate the USP (unique selling proposition) of the idea?
Is it something that differentiate you from yours competitors?
What does the competition look like in the market?

3

Strong Average Weak



Scalability

How do you rate the scalability of the idea?
Is it applicable for a great number of clients and residential/office/retail buildings?

Define your innovation on the following criteria

5



Market barriers

How high are the market barriers for this innovation with regard to regulatory or other issues?

6



Competencies

Do your company have the right competencies to implement this innovation successfully alone?
Are competencies missing? Are you looking for partners?

SWOT-Analysis

Please indicate the market positioning of your innovation

Strengths

Weaknesses

Opportunities

Threats