



# Business Model Innovation Challenge

\_\_\_\_\_  
Name of (Sub-)Challenge

## Core Values / Common Goals / SDGs

We mainly care about ...

\_\_\_\_\_  
Core values or common goals of the challenge coalition, or SDGs of the sub-challenge

It is important with regards to ...

\_\_\_\_\_  
Differentiation of core values, common goals or SDGs and targets

\_\_\_\_\_ translates these values into an entrepreneurial approach.

Idea Name

## Initial Business Idea

The purpose of the business idea is to ...

\_\_\_\_\_  
Purpose from the perspective of the sub-challenge coalition

This would be good for ...

\_\_\_\_\_  
Primary customer group

As a customer, I want to ...

\_\_\_\_\_  
Addressed need from a first person customer perspective

It could work like this: ...

\_\_\_\_\_  
Initial ideas how it could work