

The New Standard Model CONCEPT PLAN

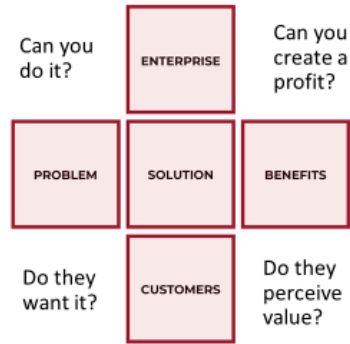


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Samarland Management Ltd

Date	
Name of Assessor	
Name of Enterprise	



Concept Plan questions	Score 0-4	Comments
1 What is the problem?		
2 What is the solution?		
3 What are the benefits?		
4 What is your enterprise?		
5 Who are the customers		
6 Can you do this?		
7 Do they want it?		
8 Do they perceive value?		
9 Can you create a profit?		
10 How much funding do you need?		
Total Score out of 40		