The New Standard Model CONCEPT PLAN



| | Can you do it? | ENTERPRISE | Can you create a profit? | |
|---------------------|-------------------|------------|--------------------------------|--|
| | PROBLEM | SOLUTION | BENEFITS | |
| Do they want it? | | CUSTOMERS | Do they perceive value? | illustration Copyright Samarkand Management U |

| Date | |
|--------------------|--|
| Name of Assessor | |
| Name of Enterprise | |

| 0 | 1 | 2 | 3 | 4 |
|-------------------|------------------|----------------------|---------------------|--------------|
| MISSING | INCOMPLETE | BORDERLINE | ACCEPTABLE | PROFICIENT |
| "Action required" | "Not yet ready" | "More work required" | "Proceed with care" | "Go for it!" |
| | | · | | |
| Unacceptable risk | Significant risk | Avoidable risk | Minor risk | Low risk |

| 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 | | |