

# empowerher™



**Ideation:** This document should be prepared using the template provided, **not** in a question and answer format. These questions are provided as guidance only and are not expected to be a literal part of the final paper. Remember any concept paper over the 2-page requirement will be eliminated. In each section, be specific, be clear and be as concise as possible.

- What is your big idea? How is your business unique?
- Who is the customer? How are you meeting their “unmet” needs?
- How will your idea make the community a better place? Please identify a clear understanding of your intended audience.
- Who will pay for this service or product? How will this be a sustainable company?
- What success factors have you identified? How will you measure outcomes/results?
- What can we help you with? In other words, what is your “Ask?”