**BUSINESS CONCEPT**

Come up with a product or service that will make the fashion industry more inclusive

**Team name:
Team members:**

**Proposed solution (service, product or innovation)**

**Executive Summary:** *(brief description: what is if and for whom?)*

**Innovation:** *(describe the innovative character of your solution)*

**Target group:** *(who is the user of the solution? Who decides on buying/investing in the solution?)*

**Detailed Description:** *(design/functions/features/benefits)*

**Needs:** *(what needs will the solution fulfill? Are the needs of each target group the same?)*

**Feasibility**

**Uniqueness:** *(compared to other solutions thar are available, what is so special about yours? What distinguishes your solution from the other? What makes you solution more attractive)*

**Marketing:** (*how do you intent to market your solution? How will you make sure the end user has access to the solution? How will you make sure the end user wants and is able to make full use of the solution?)*

**Finances:** *(what are the cost to produce/provide the solution? What is the investments the buyer has to make the solution work? You do not need to quantify these, just note down your thoughts or areas of investments/cost categories)*

**Implementation*:*** *(how will your solution be produced/implemented? Does your solution require any particular technology?)*

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