

**Template for idea sketch in the StartOff project «Easier access to information»**

*This idea sketch template has five questions to be filled out. You can submit your completed version to us either as a Word document or PDF.  
  
Please read the guidance text (which is in italics) carefully before filling it out, and kindly adhere to the maximum word count allowed for the sketch. Delete the guidance text before submitting the sketch.*

*Please name the file "Idea\_Sketch\_SupplierName\_for\_NorwegianDirectorateofHealth". If you are submitting multiple sketches, please indicate so and use different file names for the idea sketches.*

*For suppliers in a consortium a collective/ combined idea sketch is to be completed. For more information, please refer to the challenge rules.*

1. **About the company**

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| --- | --- |
| **Company name:** | *Enter the name of the company you are submitting an idea sketch on behalf of – this name will be used throughout the application process.* |
| **Contact person:** | *The company’s contact person* |
| **Email:** | *The company’s contact email* |
| **Phone number:** | *The company’s contact phone number* |
| **Role:** | *The company’s contact’s role in the company* |
| **Motivation:** | *Briefly describe the motivation for starting the company (maximum 50 words)* |

1. **Your idea, and how it answers to the Norwegian Directorate of Health’s need**

***Explain your idea and how it responds to the Norwegian Directorate of Health’s needs as intuitively and concise as possible. Use a maximum of 1,000 words for this question. StartOff may reject idea sketches that exceed this limit.***

*Provide an overarching description of the proposed solution that clearly explains what the solution is and how it will address the Norwegian Directorate of Health’s needs, including any new or innovative features it will have. What we are looking for is a solution proposal that aligns as closely as possible with the problem statement, is clearly formulated and well thought out, has a clearly defined path towards a Minimum Viable Product (MVP), and identifies the main challenges in the process  
  
\*By MVP, we mean a solution that can be tested with end users to gather feedback.*

***Specify the level/phase of development the proposed solution is at.***

* *It could be an idea, partially developed, based on existing technology – or actually a fully developed and tested product that can be further developed and customised to address the Norwegian Directorate of Health’s needs. If the solution proposal is based on an existing product, describe its market status and performance (we expect clear references and solid evidence to support this). Differentiate between what needs to be developed and what already exists/has been developed.*

***Tell us about the technology involved in the solution, and what you consider the biggest challenges for completing your MVP.***

* *If your solution relies on complex enabling technology, do not include all the details – just explain how your proposed solution utilises it. Let us know if your solution is based on existing technology, and if so, who owns it and the extent to which it has been proven to work. If applicable, provide information on any intellectual property rights and the ownership status of this technology; do you own it, is it open-source, or proprietary technology?*

1. **How innovative is the suggested solution?**

***The response can be a maximum of 250 words – answers exceeding this may be rejected.***

*We are seeking to find innovative solutions. As a reference for what we mean by "innovative," we use the following definition: the development and introduction of a new or significantly improved product, service, or process to address the problem statement. The significant improvement can be in the form of, but not limited to, increased efficiency, reduced costs, and enhanced user-friendliness.*

*Describe the degree of innovation in the solution. The degree of innovation must be described in a way that highlights the difference between the current situation and the proposed solution, emphasising the innovative aspects of the solution.*

1. **What is the commercial potential for your suggested solution?**

***Here we are seeking to understand your thoughts on the commercial potential of your suggested solution. StartOff is looking for solutions that have ambitions to scale. The response can be a maximum of 250 words – answers exceeding this may be rejected.***

*Describe how you have assessed the market potential of the solution. Can the proposed solution be applied to a larger market? Please elaborate on how your idea can be adopted by other organisations.*

*Avoid ‘overselling’ your points here - and similarly, do not worry if you do not have a comprehensive commercial overview of your idea at this stage either. StartOff will consider this in the evaluation. And if your solution proposal continues to the phase “Develop solution”, you will have the offer of guidance and support in this after finished development.*

**5. Short CV for the resources in your team, highlighting their experience and expertise**

***The response can be a maximum of 500 words – answers exceeding this may be rejected.***

*The number of resources you include in the description within these 500 words is up to you.*

*If you have a team or company, we would like to know a bit about each of the key resources in the team and their role in developing an MVP in the project. By expertise, we mean a combination of knowledge, understanding, skills, attributes, attitudes, and values.*

*If you are applying as an individual or if you are missing some people in your team, that's fine. What we are looking for in this phase is your expertise – and thus your ability to get the project started. You can also describe your expertise in establishing teams and the approach you will take to assemble the team needed to develop an MVP in the project.*