

## FROM IDEA TO CONCEPT: WHAT YOU SHOULD CONSIDER

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Here are some questions/ideas that you may want to think about as you develop your ideas.

### OVERALL PROJECT IDEA

- **Opportunity:** What problem are you going to solve?
- **Mission:** Identify what you will do for your planet and others.
- **Vision:** Identify what you want to accomplish in the long term.
- **Your Solution:** How will your product or service uniquely solve the problem identified?

### ENVIRONMENTAL **OR** SOCIAL GOOD IMPACT

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- **What** is the impact?
- **Why** is it important?
- What is the **scale** and **scope** of the impact?
- How will you **measure** the impact?

### CURRENT MARKET

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- Which **organizations** are also seeking solutions to your problem?
- What is **unique** about your idea?
- Who could you potentially build **partnerships** with?

### IMPLEMENTATION

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- What are the stages involved with this **launching project**

### FOUNDING TEAM

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- **Who** are the members of your launch team?
- **Why** are the skills of your team **well suited** for launching this project?
- Diversity of backgrounds and thoughts is **highly** important.

Check out the [Resources](#) section of the YIC website.