

Develop your idea

NABC model

Need

Describe the verified customer and market needs. What is the problem and for whom? What do the customers care about, and what are their values? In what way is the need confirmed?

What are the environmental and societal needs in relation to your product/service?

Approach

Explain your unique approach to satisfy the identified need.

How can you meet this need in the most sustainable way?

Benefits

Describe the quantified benefit in relation to the customer's cost. $\text{Value} = \text{Benefit}/\text{Cost}$.

How can you create value for customers, the planet and society?

Competition

Who are your competitors? What other alternatives can satisfy the need? In what ways can sustainability create additional competitive advantage?

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