

42435 knowledge based Entrepreneurship

WRITING a 5 Liner

Wednesday, 23 October 2013

Mandatory Five-liner in 42435

Your group is requested to submit a 5-liner at the end of the second month of the course. At this point in time, you should be at the end of your market research and thus the four questions (see below) have found some answers that you compile into a short presentation.

The 5-liner is transmitted to the undersigned (joh@dtu.dk) in a MS WORD file format. (*.doc or *.docx, please), for further compilation into a complete overview of ongoing projects in 42435.

A 5-liner is many things. Most importantly it is:

1. Your elevator pitch – to communicate your project to anybody who cares to listen for a minute or so.
2. Your check that you have identified a problem, that deserves to be solved
3. The proof that values are created by doing so
4. An expanded list of stakeholders, indicating that you have adapted your solution to cater for any important stakeholder between you and your market.

The 5-liner contains:

1. A few lines, sketching the background and thus setting the scene for your problem and your solution. You may present your solution to the problem as well.
2. Pain: what seems to be the problem? Why is it a problem? How serious is it?
3. Value creation: why does this problem deserve to be solved? At best: can you quantify the values that you create for your customers and users?
4. Jury: any type of stakeholder with an influence on your access to the market.

Example:

The Patient Tracker

Hospitals fight to prevent contagious diseases to spread in the hospital environments. The patient tracker device, "Tracking" delivers a list of patients, which have crossed the track of a recently discovered contagious patient.

Pain

Every year approximately 7% of patients in Danish hospitals attract a contagious disease during a hospital stay. Lives may be lost. Bed days are increased and hospitals' efficiency is significantly decreased

Value creation

The economical savings by reducing bed days and increase efficiency go together with ethical and social value creation due to saved lives and less suffering.

Jury

Hygiene nurses, medical staff, hospital management, public health authorities, patients

