

42435 knowledge based Entrepreneurship

WRITING a 5 Liner

Tuesday, 18 March 2014

Mandatory Five-liner in 42435

Your group is requested to submit a 5-liner towards the end of the second month of the course. At this point in time you should be at the end of your ideation and in the middle of your market research and thus, answers to the four issues (see "The 5-liner contains:" below) start to materialize.

The 5-liner is transmitted to the undersigned (joh@dtu.dk) in a MS WORD file format. (*.doc or *.docx, please), for further inclusion 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 worthy problem
3. The proof that values are created by doing so
4. An expanded list of decision makers, 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, your problem and your solution.
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 to the hospital, a list of patients, who 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. Fragile lives are lost. Bed days are increased and hospitals' efficiency is significantly reduced

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. In the Danish health care system, direct savings at hospitals could amount to DKK 60 mio. per year with efficient tracking of patients in hospital surroundings.

Jury

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

DEADLINE for transmitting your 5-liner to joh@dtu.dk: FRIDAY 21 March 2104, 12:00 noon.

