

42435 knowledge based Entrepreneurship

WRITING a 5 Liner

Wednesday, 10 April 2013

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 anyone who might prevent you from getting to the 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?
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 "TrackIn" 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 contract a contagious disease during a hospital stay. Lives may be lost. Bed days are increased and hospital 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



Lyngby 10 April 2013
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