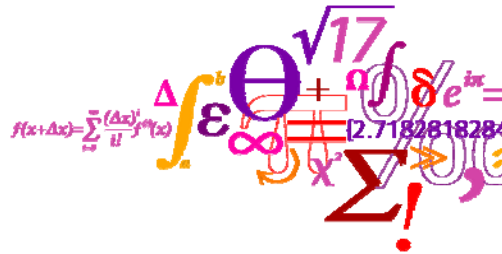


## THE FIVE-LINER

- A brief presentation of your business opportunity
- Easy to do once you have passed Milestone 1
- Submit it to [johe@dtu.dk](mailto:johe@dtu.dk) not later than Friday 9 November 2012
- 5-liner since you use a maximum of five lines on :
  - Background
  - Pain
  - Value creation
  - Jury



DTU Management Engineering  
Department of Management Engineering

## THE FIVE-LINER: sample 2

### GROUP XX: Online Recuperation

Cost-efficiently retraining people after accidents.

#### The pain:

Retraining is costly for hospitals and tedious for patients and often neglected.

#### Value proposition:

Retraining in the homes with an internet-based supervision and monitoring system will save money in several ways for society and ensure patients a shorter and more efficient recuperation

#### Jury:

Orthopedic surgeons and physiotherapists, hospital management, patients, patient organizations, insurance companies

## THE FIVE-LINER: sample 1

### GROUP YY: Wine marker

Wine stickers that indicate when the wine is matured and ready to be served.

### The pain:

People don't know when their wine is ready for drinking. Drinking the wine at the right time is difficult unless you know a lot about wine and keep track on temperature fluctuations and time.

### Value proposition:

More wine is sold – a gift gadget that attracts customers to wine shops – a wine cellar management system to wealthy wine consumers

### Jury:

Wine producers, wine importers, wine enthusiasts and wine consumers.