Use this template as a framework to create concepts that will help solve your customer problem.

## Problem we heard:

[Insert description of the problem the customer is experiencing that the concept is proposing to resolve]

## What it does:

[Insert description of the proposed concept]

## Benefits:

[List customer and government benefits – e.g. Increased/decreased xxx]

## Dependent concepts:

[List any other concepts that this concept will depend on to function or succeed]

## Requirements for success:

[Insert any requirements for this concept to succeed]

## Potential barriers and risks:

[Insert any potential barriers/risks that may be related to this concept]

## What [insert government/agency] are or aren’t doing:

[Insert what currently exists, what needs improvement and what doesn’t exist in relation to the concept]