

**National Cooperative Business Association
International Year of Cooperatives
Idea Capture Template**

Version 6/11/11

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Idea Capture Template

1. Title
 - a. Brief, informative description of idea
2. The Opportunity
 - a. Summary of the unmet need or market opportunity, with supporting data
3. The Solution
 - a. How does the idea work?
 - b. What are its features?
4. Marketing
 - a. Define the audience(s), how they will be reached, and why this is a good approach for reaching them effectively.
5. Operational and other considerations
 - a. What will have to be set up to make this work?
 - i. Infrastructure needs?
 - ii. Regulatory requirements for compliance?
 - iii. Roll-out phases?
 1. Organize
 2. Feasibility and Plan
 3. Implement
 - b. Organizational Readiness Assessment
 - i. Vision?
 - ii. Talent?
 - iii. Capital?
 1. Financial resources, in the case of projects rather than enterprises
 - iv. Systems?
6. Gap Analysis
 - a. Internal
 - i. Where are we?
 - ii. Where do we want to be?
 - b. Market/System
 - i. Current system?
 - ii. Resilient system?
7. Proof of concept
 - a. Who has demonstrated outcomes that substantiated this idea?
 - i. Pilots?
 - ii. What did they demonstrate?
 1. Include data sources
 - iii. How did it work?
8. External Impact
 - a. Three-to-five bullet points
9. Benefits to IYC planning and implementation
 - a. Three-to-five bullet points
10. Research Outcomes (*Embedded research is a recommended value-add*)
 - a. Research Agenda
 - b. Research Methodology
 - i. Proof of Concept
 - ii. As applied to this idea
 - c. Baseline data generated
 - d. Story Development Strategy

- e. Long-term impacts
 - i. Economic
 - ii. Social
 - iii. Sustainability
- 11. Getting Started (Initial Actions)
 - a. 1
 - b. 2
 - c. 3

Template informed by:

- *Blueprints for Innovation: Key Findings early 2010*, by Denise Gabel, i³ Program Director at the Filene Research Institute (a “think and do tank” serving the U.S. credit union sector. I³ = ideas, innovation, implementation)
- *Four Cornerstones in Three Stages: New food co-op development model*, by CDS Consulting Co-op www.cdsconsulting.coop/fourcorner
- *Gap Analysis definitions*
 - *Wikipedia: en.wikipedia.org/wiki/Gap_analysis*
 - *Principle of Structural Tension*, by Robert Fritz www.robertfritz.com/index.php?content=principles
- *Consultation with Dr. John Whitman, Lecturer in Social Entrepreneurship at the Arthur M. Blank Center for Entrepreneurship at Babson College*