

Innovation Challenge 2021



Company Information

Name:

Contact person:

Address:

Email:

Telephone number:

Country:

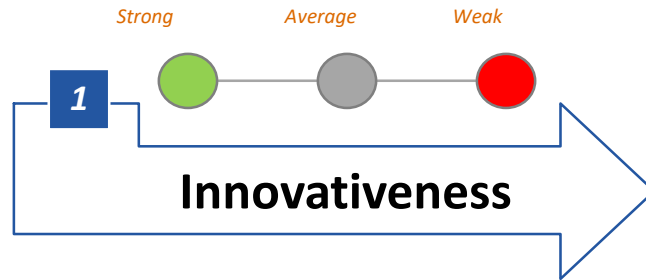
Your innovation in 100 words

Focus on clients' challenge & your solution to it

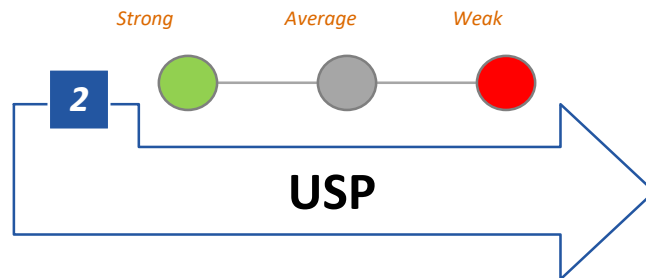
Details about your innovation



Define your innovation on the following criteria

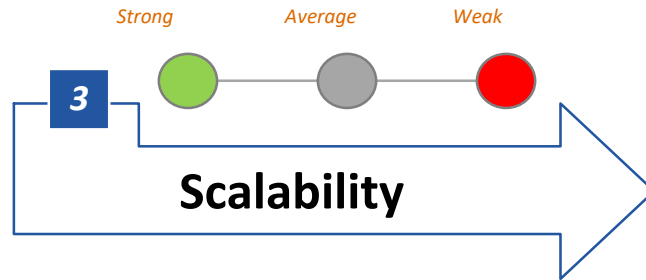


How do you rate the innovativeness of the idea?
Is it something new for FM/RE market?
Does it solve client challenges in a completely new way?

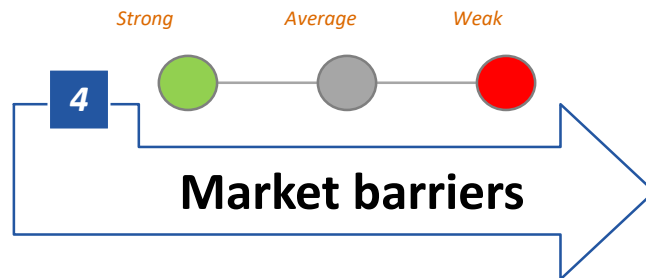


How do you rate the USP (unique selling proposition) of the idea?
Is it something that differentiate you from yours competitors?
What does the competition look like in the market?

Define your innovation on the following criteria

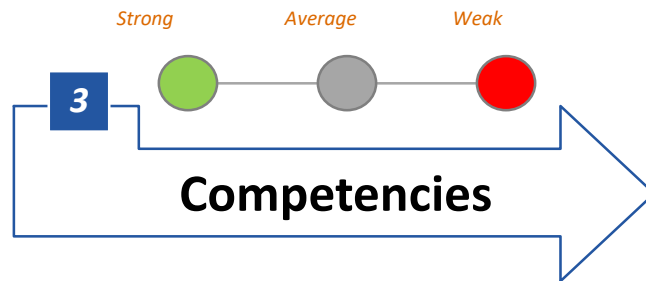


How do you rate the scalability of the idea?
Is it applicable for a great number of clients and
residential/office/retail buildings?



How high are the market barriers
for this innovation in regard to regulatory or other issues?

Define your innovation on the following criteria



Does your company have the right competencies to implement this innovation successfully alone?
Are competencies missing? Are you looking for partners?

SWOT-Analysis

Please indicate the market positioning of your innovation



Strengths

Weaknesses

Opportunities

Threats