



Innovation	Market Opportunity	Business Plan	Founder/Team	Health & Safety
Problem identification	Awareness of the potential market	Who will buy it?	Presentation of the Innovation	Is it sensitive to the environment
What is the innovation	Who are your competitors and how do you differ?	Thought about how to protect? IP?		Is it tested?
Originality/newness				
What is the unique solution - benefit to the primary industries				
How well has the solution been executed and presented?				