Idea Paste the	ideation result	Title 8 Select a concise and catchy working title				ida lab.
Key characteristics 3  Describe the key capabilities to be developed in the project  •  •  •			Objectives 2  List the business objectives to be achieved by the second	Related initiatives List related initiatives and relevant contacts, if known		
	visuals 3  ches to illustrate the features to be developed		Workflow integration Describe how the solution is embedded in your beaution.  Previous ste	ousiness process	Use of solution Su	bsequent step(s)
			Stakeholders 6  Describe the impact the project will have on spo	nsors, users and others, e.g. data owners  Who?	What?	Challenges 7  Describe potential challenges facing the project
	Existing data 4  Data that you have collected and that is fully and exclusively yours	New d  Data to be colle	cted for the project, e.g. by running experiments			Depth of analytics 5
xternal	Raw data	data by cleaning it,			Raw data	Automated analytics Automate decision making & action based on prescriptive analytics  Prescriptive analytics Run simulations using predictive analytics & suggest specific actions  Predictive analytics Use statistical methods to predict future developments  Diagnostic analytics Analyze patterns in the data to explain why a development occurred
ĹĹ	Open data 4  Data that is publicly available and free of charge		ata 4 urchased from a broker or marketplace			Descriptive analytics  Describe developments without analyzing their root causes

idalab GmbH | Potsdamer Straße 68, 10785 Berlin, Germany | www.idalab.de