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2.5 Pitch the concept

What?

When you've reached this stage it's time to summarize and communicate your findings and concept to relevant stakeholders to get their feedback and possibly refine the idea. It might also be time to recruit more people to the team, engage external actors or pitch the concept to funders in order to finance the continued development of your concept.

Why?

Whether you are approaching a health care clinic, a government agency, a private foundation, a funder, or a commercial company - you need to present a compelling "value proposition" which would get the relevant stakeholder on board.

How?

The NABC approach creates a format for gathering and sharing essential information and fundamental ingredients of a project's value proposition.

NABC stands for **Need, Approach, Benefit, Competition**. It describes an important user, societal or market Need addressed by a unique Approach with compelling Benefits when compared against the Competition and alternative solutions.

The NABC model originates from the Stanford Research Institute (SRI). Besides being a great tool for preparing a short pitch of your idea it's also a model that will support you to bring clarity and organise your idea.

NEED

Through the steps in section 1 you probably have a good understanding of the problem you are addressing, its causes and effects, user needs and behaviours and contextual factors influencing the problem.

A need statement communicates the problem or the health-related dilemma that requires attention, the affected population (who and how many) and negative consequences.

For example (fictive):

20% of people over 70 years of age get infections after hip implant surgery which causes longer hospital stays, increased suffering, increased mortality, and increased healthcare costs.

A common pitfall is that the need statement becomes too general or too specific. Another mistake is that it has an embedded description of the solution – OR that the problem is described as the absence of your specific solution.

For example (fictive):

Since there are no local smoking cessation services available a large amount of youth in low-income settings smoke on a daily basis which causes tobacco related diseases, healthcare costs and social stigma.

APPROACH

What is your compelling solution to the specific need? Draw it, simulate it or make a mock-up to help convey your vision. It could be simple or include market positioning, cost, staffing, partnering, deliverables, a timetable, and intellectual property (IP) protection. If you are developing a product, it could also include product specifications, manufacturing, distribution, and sales.

BENEFIT

Use your Theory of Change from tool 2.3 to describe benefits and positive effects for the individual user, organisations, and society at large, that would occur if your solution were implemented and used.

Success requires that the benefits be quantitative and substantially better - not just different.

Make sure to stay true and realistic when quantifying benefits, such as lowered costs, higher performance or number of patients cured. Your solution would probably not reach everyone affected by the problem - which experts in your audience will understand.

COMPETITION

Why are your benefits significantly better than the competing solutions? Everyone has alternatives. You must be able to tell your client or partner why your solution represents the best value. To do this, you must clearly understand competition and user/client's alternatives.

Below matrix could be used to make sure you've covered all potential competition.

SUBSTITUTION	INDIRECT	BLOCKER
<p>Direct</p> <p>Targeting or occupying market share with similar solution</p>	<p>Indirect</p> <p>Solves the same need with different solution</p>	<p>Substitution</p> <p>Removes the need for your solution</p>
<p>Future</p> <p>Aiming to reach your target area</p>	<p>Potential</p> <p>Have a solution that could serve in your area</p>	<p>Unused</p> <p>Solution remains unused despite present need</p>

Competition doesn't necessarily have to be presented as something negative. You might find potential collaborations and partners within the matrix.

Besides NABC it could be a good idea to mention who you and your team members are, your background and why you are fit to drive the project forward. If it's only you, you can mention what competencies you are looking for to strengthen the team. If meeting with potential funders and investors, you also need to present how much money is needed for continued development and what the potential return on investment would be.

Lastly, iteration is essential to the development of an NABC. One must go back and forth between user and client's needs, your approach and the competition or alternatives to come up with compelling, easily understood benefits. Answering these four interlocking questions takes dozens of iterations. Thus, iterate soon and iterate often. At each step in the refinement process, update your presentation.

Resources/Sources:

https://web.stanford.edu/class/educ303x/wiki-old/uploads/Main/SRI_NABC.doc

[Biodesign: The Process of Innovating Medical Technologies | Stanford Graduate School of Business](#)

<https://www.innovation.lu.se/en/our-services/developing-ideas-innovations/nabc-how-test-your-idea>



2.4 Investigate business and organisational model

3.1 Test and validate the concept

