



## De BLIC Guidelines

Do you want to submit your idea, but are struggling to find the right words? These De BLIC Guidelines provide some guidance on how to write down your thoughts.

### Three principles

You should keep the three principles below in mind when submitting your idea. These principles will not only give your idea more shape, your submission will also be judged accordingly.

However, you do not need to address all these points when submitting your idea. Feel free to formulate your idea just the way you think is best. And remember: a good idea does not necessarily score great on all points. It's the combination of factors that makes the idea innovative.

#### 1. Innovative Idea

Why is your idea innovative?

How will your idea help clients or change how lawyers work?

#### 2. Powerful Product

How will your product or service be developed?

Which advantage does your product have over the competition?

#### 3. Business Basics

Who are your customers?

Why will customers be willing to pay for your product?

Describe your idea in not more than 300 words, keeping these principles in mind. Feel free to upload any other content up to 10MB or hyperlinks to illustrate your idea.

If you have any questions regarding your idea, please feel free to email us at [info@debrauw-blic.com](mailto:info@debrauw-blic.com)?