The Idea Brief will help the employees to refine the project idea and to become entrepreneur employee. For our illustration purpose consider a developer in a team ideating about introducing online chat with customer care executives.

**Idea in Brief –** In this section, the employee is required to briefly explain the idea. It cannot exceed 3 to 4 lines. In our illustration, this section may contain explanation like this, ‘A project to implement online chat in banking portals to enable real-time chat interaction of the customer with the customer care executives’.

**End product of the project –** This section should be used to state as what would be end product/service that would be available/enabled after the project implementation. In our example, the entry would be, ‘An online chat client for the customer and a chat client for the customer care executives’.

**Changes/Developments required –** The changes and new developments, both technical and functional, required for the project implementation should be briefed in this section. This section can be further divided into New Developments and Changes required.

* New Developments – In this section, details about new developments should be briefed. In our example, it can be, ‘A new chat window with login credentials for the customer. A chat client for the customer care executive detailing customer’s basic details’.
* Changes – Any change to existing system entities can be listed here. For our example, this section may contain, ‘A new link would be provided to the existing net banking login page for the chat client’.

**Resource Requirements –** In this section, the Entrepreneur Employee has to provide the skill-set, number and level of employees required full time and part-time. In our example, the requirement could be, ‘2 Java programmers required full time for 50 days’.

**Estimated time of development –** In this part of the document, the Entrepreneur Employee is required to fill in the estimated time between the start of the project till its successful implementation. In our case, it can 55 days including the development, testing and implementation.

**Interactions with the existing system –** The Entrepreneur Employee is required to fill-in the impact to the existing system by the new proposed project. The Entrepreneur Employee is not required to score the impact level, but has to briefly explain the impact. This is because the employee may not able to clearly identify the level of impact. In our case, the Entrepreneur Employee can say, ‘No functional changes to the existing system’.

**Value added to the customer –** This section explains the value that will be added to the end customer by the new project. In our illustration, it will be, ‘An easy, immediate and effective medium for customers to interact with their Banks’.