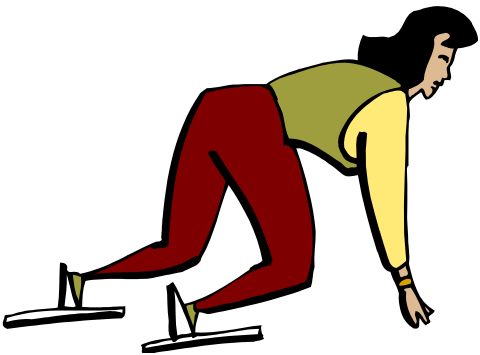# A Starting Point...

- **What are you passionate about?**

- **What is the problem (and why is it important)?**

- **How is existing knowledge or practice inadequate?**

- **Why is your idea better?**

- **How is it new, unique, different?**

- **What will it contribute and who will benefit from it?**