# IDEAS: Identify, Develop, Explain, Analyze, Solve

* Issue Identified:

This is a high-level summary of the issue as it pertains to ERCOT, a particular technology, process, or a market participant.

* Issue Development:

Offer high-level options to remedy the identified issue. Each option should have sufficient detail to outline actionable changes. For example, this may include protocol revisions, technical exceptions unique to a particular technology, pros/cons to each alternative, physical, financial, or regulatory barriers etc. Try to anticipate both supportive and oppositional opinions to your perspective and document them in this section. (WWCS?) This list should be rather exhaustive, to be narrowed down in the next section.

* Detailed Explanation:

Make your compelling business case here. Explain the Issue identified above in sufficient detail for a lay person to understand your specific need. Translate one or two of your best qualitative, conceptual solutions (identified in the Development section) into a compelling and comprehensive plan solution.

* Analysis:

This section should focus on translating your qualitative ideas from above into quantitative impacts. This may include rough but measurable estimates of cost, benefit, impact, externalities, improvement to market efficiency, increased competition, liquidity, etc. Any and all quantitative analysis should be included in this section.

* Solve/Solution:

Save this space for your strongest argument, pitch, or call to action. Inject a reasonable amount of bias to persuade the reader that you have carefully quantified and disqualified alternatives to your solution. Highlight your solution from above, succinctly, and support it with your best analysis. The IDEAS worksheet is your opportunity to *own* an issue and see it to resolution. This section should represent the culmination of that effort.