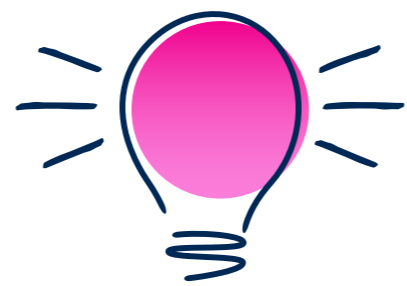


Innovation Template



The problem

What is the problem you’re trying to solve?

Target audience

Who is this idea aimed at and why would it appeal to them?

Key benefit

What’s the best thing about this idea?

Name the idea

Explain your idea

Use words and/or pictures to make it clearer for others.

Go on, sketch it! →

Key differentiator

What makes this idea different/better than what already exists?

Change required

What investment, acquisition or behaviour changes must happen?

Time required to implement

☐ Short-term

☐ Medium-term

☐ Long-term