

Six Questions for Your Innovation

Start: The Inspiration

Write down the four words that you selected based on your intuition.

Question 1: What is it?

What is this? What could an innovation look like that can be appropriately portrayed by these four words? What does this innovation do? What does it achieve?

Question 2: What problem does it solve?

What problem does the innovation solve for customers or clients? Can you build a vision, what the world will be like if your idea is brought to life?

Question 6: How does it support sustainability?

Which ones of the 17 Sustainability Development Goals does the innovation support? How does it support the goals? 01 No Poverty; 02 Zero Hunger; 03 Good Health and Well-being; 04 Quality Education; 05 Gender Equality; 06 Clean Water & Sanitation; 07 Affordable & Clean Energy; 08 Decent Work & Economic Growth; 09 Industry, Innovation & Infrastructure; 10 Reducing Inequality; 11 Sustainable Cities & Communities; 12 Responsible Consumption & Production; 13 Climate Action; 14 Life Below Water; 15 Life on Land; 16 Peace, Justice, & Strong Institutions; 17 Partnership for the Goals

Question 3: Who are the customers?

Define the target group. Who are the customers? Estimate the annual market size: $P(\text{opulation}) \times P(\text{percentage}) \times P(\text{urchasing frequency}) \times P(\text{rice})$

Question 4: How does it fit to your business?

How does this innovation fit to your business's strategy? How does this innovation challenge the way you do business currently? How does this innovation fit into your portfolio of activities? How does it make use of your resources, knowledge, and experiences? How does the innovation leverage your networks (of customers and suppliers etc.) that you already have.

Question 5: How do you make money with it?

How do you generate revenue with the innovation? Does it cover the costs of provision? How can you protect the innovation?