

THE FUTURE FLIP BOOK

SIX QUESTIONS FOR YOUR INNOVATION

START THE INSPIRATION

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

For easy reference, write down the page numbers: _ _ - _ - - _ - - -

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?

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?

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 Partnership for the Goals

3. WHO ARE THE CUSTOMERS?

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

4. HOW DOES IT FIT TO YOUR BUSINESS?

How does this innovation fit your business's strategy? How does this innovation challenge the way you do business in the future? How does this innovation fit into your portfolio of activities? How does it utilize your resources, knowledge, experiences, and networks?

5. HOW DO YOU MAKE MONEY WITH IT?

Wie können Sie mit dieser Innovation Einnahmen erzielen? Wie können Sie die Innovation schützen? Wie können Sie verhindern, dass andere Ihnen Einnahmen mit Ihrer guten Idee machen?