

PURPOSE

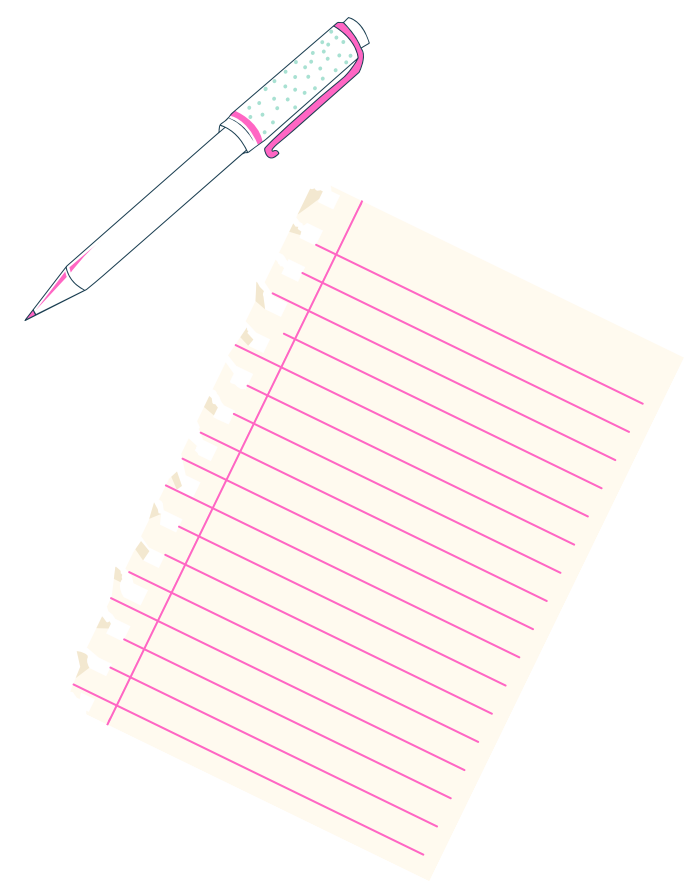
Why are you doing this? Write the client's desired situation before the upcoming innovation collaboration.

BACKGROUND & EXPECTED VALUE CREATION

This heading must answer who the client is and why the assignment is important to the client / what value the assignment has for the client.

What should you do?

Write in short what you are going to create or do.



Who are you going to do it for?

Who is your target group is (customer / visitor / guest) and important stakeholders connected to the assignment?

What are you planning to deliver?

What will you hand over to your client after the process?

When are you going to do it?

What date and time will the assignment be carried out or when should you hand over the result?