



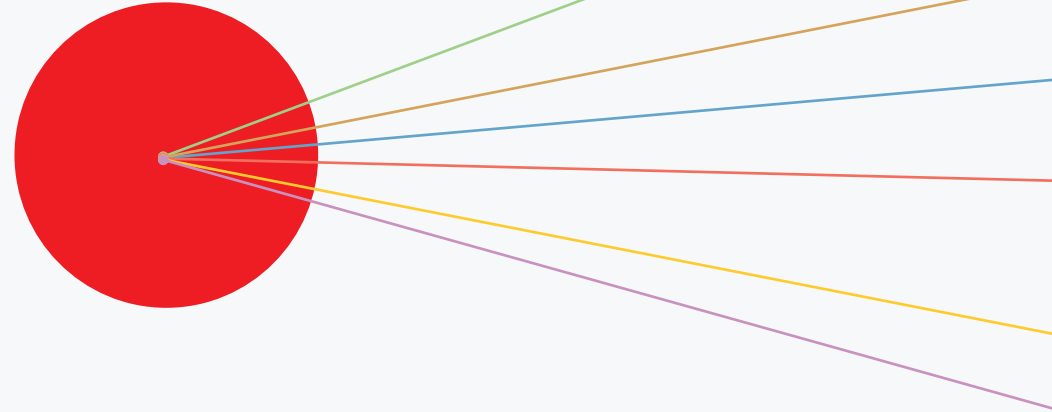
> // THIS CHECKLIST IS PART OF THE INNOVATION EXPEDITION, BY GIJS VAN WULFEN. CHECK IT OUT ON [AMAZON.COM](https://www.amazon.com)



> **FULL STEAM AHEAD**

# THE INNOVATION ASSIGNMENT

A  
CONCRETE  
INNOVATION  
ASSIGNMENT



**THE INNOVATION  
EXPEDITION**  
A VISUAL TOOLKIT TO START INNOVATION

**WHY?**  
WHY DO WE NEED TO INNOVATE?

**WHO?**  
WHO IS THE TARGET GROUP?

**WHAT?**  
WHAT: PRODUCTS? SERVICES? SOLUTIONS?

**WHICH?**  
WHICH CRITERIA SHOULD THE NEW CONCEPTS MEET?

**WHERE?**  
WHERE: COUNTRIES? REGIONS?

**WHEN?**  
WHEN: YEAR OF INTRODUCTION?