

Sustainable  
Innovation  
Manual

# Innovation Templates

The templates provided in this document are designed to accompany the innovation process set out in the Sustainable Innovation Manual and to guide you towards the creation of a sustainable solution to the challenge you have identified.

They are intended to be used in a workshop format, but can equally be used and applied by an individual to any challenge, as a way to frame and organise thoughts.



Delivery partner:



With thanks to Innovation Lab lead partners:



# TRENDS REVIEW TEMPLATE

Use this template to plot the emerging trends relevant to your project scope. Use post it notes to move the most relevant trends to the centre and less relevant to the edges.



Economic

Social

Environmental

Political

More Relevant

Less Relevant

# CHALLENGE IDENTIFICATION TEMPLATE

Use this template to identify a challenge and then work to articulate the challenge clearly. Complete one template per challenge.



**What is the challenge?** Explain in one short snappy sentence

**Who experiences this problem/challenge?** Who is your future customer?

**What is the pain?** What pain - emotional, financial, physical or environmental - is caused by this challenge?

**What are the assumptions?** What assumptions underlie the pain in the current situation?

**Where's the evidence?** What evidence is there to support your case? (provide links to any reports/data/statistics)

# CHALLENGE PRIORITISATION TEMPLATE

Only use this template if you've identified multiple problems. By listing your identified problems, you will be able to prioritise and filter down to decide upon the problem you will take forward.



Problem/Challenge	Does it fit within the scope of the challenge brief?	Is it a problem you care about solving?	Is it a problem which your CEO/board will care about you solving?	Will someone pay for you to solve this problem?	If you solve this problem will it have a wider benefit for people and the environment?	Would a solution to this problem be fit for the future?
<i>Example 1</i>	✓	✓	✓	✓	✓	✓

# CHALLENGE STATEMENT TEMPLATE

Use this template to refine and finalise your chosen challenge statement. Do a final check against the problem checklist that this a problem worth solving. Use as many copies of this template as you need to refine your statement further. You may feel you need to do this up to five times until you feel that it's clear and concise.



**Challenge Title/Tagline** (explain in one short phrase - maximum five words)

## Challenge Checklist

- ✓ It fits within the scope of the challenge brief
- ✓ I care about solving this problem
- ✓ My CEO/board will care about me solving this problem
- ✓ Someone will pay for this problem to be solved
- ✓ Solving this problem would have a beneficial impact on people and the environment
- ✓ Solving this problem would create a solution fit for the future

**Challenge Statement** (explain clearly and concisely what the problem is and why it needs solving)

# INSIGHT IDENTIFICATION TEMPLATE

Use this template to identify and articulate your key insight into the challenge you have identified.



What are you realising now that you didn't before?

How is this thinking different to the status quo?

What's the existing offering?

What is your new proposition?

Summarise how your proposition both: i) addresses the challenge and; ii) leads to a unique business opportunity

**Consider how this insight will help you:**

- ✓ Connect with customers/employees/clients on an emotional level (not just transactional)
- ✓ Re-examine existing conventions and challenge business as usual
- ✓ Transform a real and identified problem into a business opportunity involving the creation of new customers
- ✓ Imagine a new future which successfully balances the need for financial growth, people, and the environment.

# ELEVATOR PITCH TEMPLATE

Use this template to clearly articulate your idea.

Read this pitch aloud to a group of colleagues and refine until clear and concise.



## Business Model Name & Tagline

(Give your idea a name and explain it in one short phrase - maximum ten words)

## Elevator Pitch Prompts

- ✓ What problem have you solved (and why was it important to solve)?
- ✓ What do you uniquely offer (what is your differentiator, what can you offer that competitors can't)?
- ✓ What are the benefits of your offering (how would it directly benefit your audience)?
- ✓ What is your call to action (what would you like the listener to do)?

**Elevator Pitch** (Try to keep it to 1 minute. If you can't explain everything you need to in this time, you may need further clarity on your idea.)

# MARKET REVIEW TEMPLATE

Use this template to review current market conditions and map existing innovations that respond to your challenge.



## Market Conditions

The current size of the market:

Projections for the growth of this market:

## The Innovation Landscape

List the emerging innovations in this space working to solve the same or similar challenge to yours below. These could be potential collaborators or competitors, and could be at various stages of maturity (in pilot, market ready, fully established etc)

Product Service Name	Value Proposition	Target Audience	Level of Maturity (in pilot, market ready, fully established etc)	Competitor or Potential Collaborator?



# SUSTAINABLE SOLUTIONS TEMPLATE

Use this template to flesh out your solution, considering all the aspects that need to be addressed to enable a sustainable business model.



## Key Activities

Sustainable Solutions Template

## Key Resources

What resources do we need? (physical, intellectual, human, financial)

## Customers

Who are your customers?  
What will our customers expect?

## Key Partners

Who do we need to collaborate with to make this a success?

## Environmental & Social Benefits

Detail the environmental and social benefits that will result from this idea.

## Value Proposition

People, planet, profit.

## Assumptions

Detail the underlying assumptions of your business model.

## Risks

Detail the key risks and provide ideas for how you can mitigate them.

## Cost Structure

How much will it cost to get this new idea up and running?

## Revenue Streams

Detail how it will generate income and who will pay.

# PITCH DECK TEMPLATE

Use this template to structure your pitch presentation deck, whether that be to your own internal board, a client, or an external investor or funder.



Based on a structure championed by Guy Kawasaki, this slide deck template is a highly effective and compelling format which can keep you focused and position you to get the buy in you need to progress your idea.

## 1. Title

## 2. Problem/Opportunity

## 3. Value Proposition

## 4. Underlying Magic

## 5. Business Model

## 6. Go to Market

## 7. Competitor Analysis

## 8. Management Team

## 9. Financial Projections and Key Metrics

## 10. Current Status, Access to Data, Timeline and Use of Funds



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