

1

Repeat your innovation challenge using the *How-Might-We* format.

Example: How might we create new revenue streams (objective) from rural subsistence farmers (subjects being affected) by speeding up their experience of sourcing water and thus creating willingness to pay (how)?

How might we (objective) _____

(subjects being influenced) _____

by (how) _____

2

Repeat your innovation objective. Is your objective to reduce, eliminate, raise or create?

Example: Our objective is to create new revenue streams by increasing their willingness to pay.

Our objective is to (objective) _____

by (how) _____

3

Formulate your innovation strategy

Use the following format: the **objective** you want to achieve – the **subject** to be influenced or affected – **how** you specifically intend to innovate your business model (**innovation**) – and the **benefits** of this innovation for your customers or your business.

Example: We will create new revenues streams (**objective**) from farmers (**subject**) by offering on-farm-delivery of nutrient-enriched irrigation water (**how/ innovation**) and thus increasing their farming efficiency and crop yields (**benefits**).

We will (objective) _____ (subject) _____

by (how → innovation) _____

and thus (benefits) _____

4

Check that your innovation strategy is aligned with your SWOT analysis! Are there any mismatches, and if so, how do you intend to address them

Mismatch	Solution