

OPEN INNOVATION – BUSINESS LAB

WORKSHOP SERIES

Transforming Challenges into Innovative Ideas with Feedback from Cross-Industry Companies

- ❖ Timeline: 2-2,5 hours
- ❖ Number of participants: 3-4
- ❖ Number of occasions: same as participants

PROCESS

1. Introduction
2. The company in focus
3. Feedback
4. Idea generation
5. Idea presentation and clustering
6. Vote
7. Concept canvas
8. Summary and conclusion

TEMPLATE FOR CONECEPT CANVAS

Name of the idea

Idea description

Reasons for implementing the idea

What else do you need to do to determine whether you should invest in the idea or not?

Target group

Approximate cost

Time for development

How can we measure if this idea is successful or not?