

## Process of Innovation

- 1) Identify your problem
- 2) Generate ideas
- 3) Build your solution
- 4) Implement & Iterate!

## Your Problem

Pulling the problem apart into smaller, more digestible chunks, will make the process of creating a solution more achievable

Who is affected by your problem?	Where does the problem occur?
What is at the root of the problem?	What are the barriers to solving this problem?

Problem statement:

## Your Solution

Solution statement:

## Pitching Tips

- Start with the problem - this is where your story begins
- Less is more - be concise and clear
- Know who you're pitching to and tailor accordingly
- Highlight your team experience and skills
- Don't forget the final ask - and why this ask is so important