"Your task is to come up with a fresh, new idea or improvement project that solves a real problem for a specific group of people."

Solving Problems	Reduce Time/Cost	More Profit	Better Branding
Reduce Complaints	Improve Service	More Efficient	Better Economy

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Reduce Complaints	Improve Service	More Efficient	Better Economy
Anticipate Problems	More Engagement	More Opportunities	Happier Customers

Example of Tools

- AI & Automation
- Analytics & Big Data
- Systems & Integration
- Drone, AR, VR, RFID
- Blockchain

Collaboration, Partnership & Alliances

Things to Consider

- Feasibility
- Scalability
- Cost-effectiveness
- Alignment with Objectives
- Adaptability

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- Priority
- Pilot Project
- Risk Assessment

What? ⇒

- Proposal
- Why

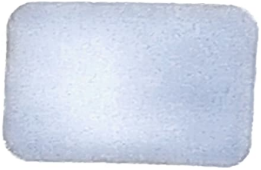
So What? ⇒

- Results
- Benefits
- Impact
- WIIFM

Then What?

- Strategy
- Who
- How much
- When

Cover Intro Problem



Tell about problems, issues or opportunities

Intro Problem Proposal

Introduce your innovation / ideas

Tell your why

Target market?

Proposal

Benefits

How

Your strategy & approach

Why this strategy?

What are the resources & tools required?

Proposal Benefits How

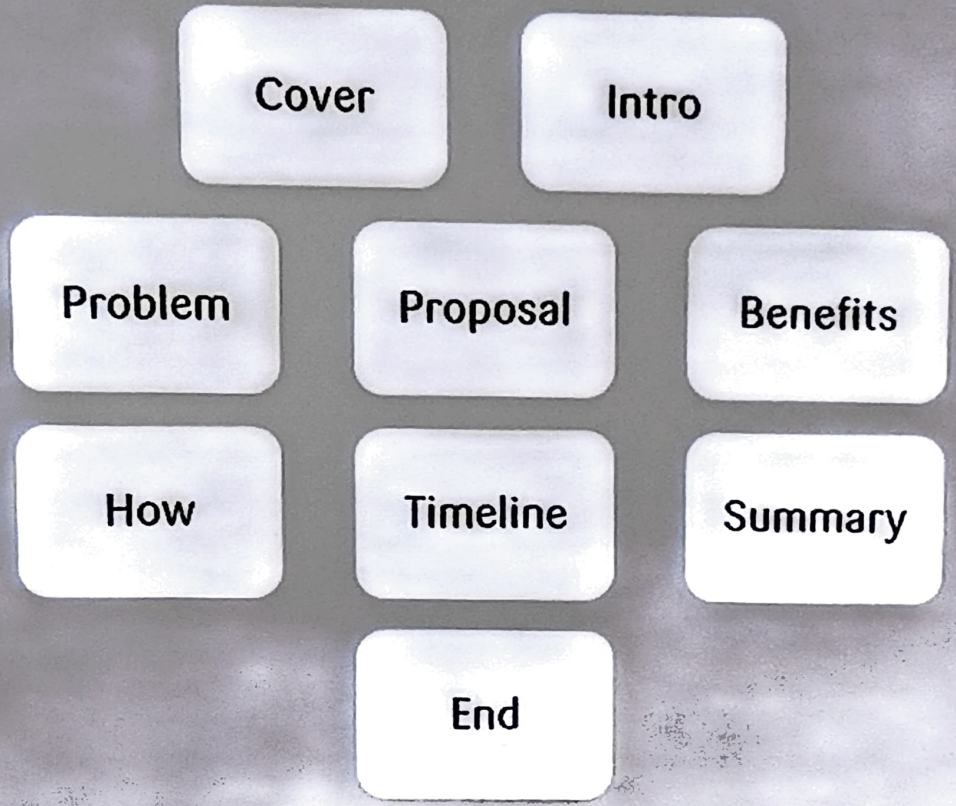
Your strategy & approach

Why this strategy?

What are the resources & tools required?

Estimate the cost

Assumptions, limitations and considerations?


Cover
Intro
Problem
Proposal
Benefits
How
Timeline
Summary
End

1. Form your group (6 pax)
2. Appoint a Group Leader
3. Leaders to register their groups
4. Have a group name (later)