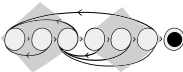


PROBLEM TO GROWTH & SCALE INNOVATION FUNNEL



Lewrick / Link / Leifer
The Design Thinking Toolbox
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Project:
Team:
Version & Date:

Brief instructions: The Problem to Growth & Scale Framework is the basis of a modern, contemporary innovation funnel. It is not based on a multitude of ideas that are filtered via gates, but starts with the "problem identification mode".

More tips & tricks for this template on book page: 263

1 Portfolio for corporate division

Create a list of projects at different stages of maturity

SIZE OF THE PROJECT:

What is the scale for the size or the contribution of the project?

SMALL AMBITION
POST-IT COLOR: _____

MEDIUM AMBITION
POST-IT COLOR: _____

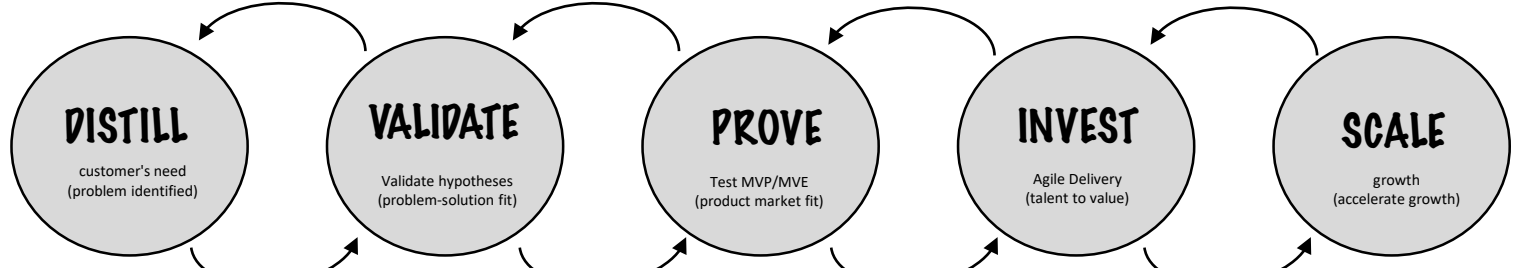
BIG AMBITION
POST-IT COLOR: _____

2 Representation in the Funnel

Place and assign the projects in the funnel to the respective categories (distill, validate, prove, invest and scale)

4 Continuous progress control

Update the funnel at regular intervals



A Pipeline Extrapolation (portfolio business)

Projects that are based, for example, on current trends and market needs

B Pipeline Retropolation (future issues)

Projects that are based on future scenarios, for example, rest

3 Stopped

Projects that have been stopped

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