# Adaptive Innovation Canvas

## INNOVATION OBJECTIVE

**Place Stage**

Innovation Stage

Who enables success? — Stakeholder Group

Why will they care? — Engagement Challenge

What wins them over? — Solution Challenge

Phrase Objective — Innovation Objective

**Adopters** / Makers / Investors

**Awareness** / Incentive / Trust

**Desirability** / Feasibility / Viability

Choose Indicator — Guiding Indicator

## INNOVATION MODEL

How we **Outline**

How we **Review**

Business / Technology / Design

Managed / Lean / Agile

Exploring / Verifying / Monitoring

Learnings

**Strategy**

Assumptions — Insights

**Priority**

Assumptions — Insights

**Activity**

Output

How we **Build**

Place Objective — Innovation Objective

How we **Measure**

Place Indicator — Guiding Indicator