

Innovation Strategy Proposal Template

1. Executive Summary

2. Background & Context

3. Innovation Opportunity

- Problem Statement
- Market/Industry Trends
- Stakeholder Needs

4. Vision & Objectives

- Innovation Vision
- Strategic Objectives

5. Proposed Initiatives

- Initiative 1
- Initiative 2
- Initiative 3

6. Implementation Roadmap

- Phases
- Key Activities
- Milestones
- Timeline

7. Resources & Budget

8. Risks & Mitigation

9. Success Metrics

- KPIs
- Measurement Approach

10. Appendix
