

Innovation Strategy Proposal Template

1. Executive Summary

2. Background & Context

3. Innovation Opportunity

- Problem Statement
 - Market/Industry Trends
 - Stakeholder Needs
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4. Vision & Objectives

- Innovation Vision
 - Strategic Objectives
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5. Proposed Initiatives

- Initiative 1
 - Initiative 2
 - Initiative 3
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6. Implementation Roadmap

- Phases
 - Key Activities
 - Milestones
 - Timeline
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7. Resources & Budget

8. Risks & Mitigation

9. Success Metrics

- KPIs
 - Measurement Approach
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10. Appendix
