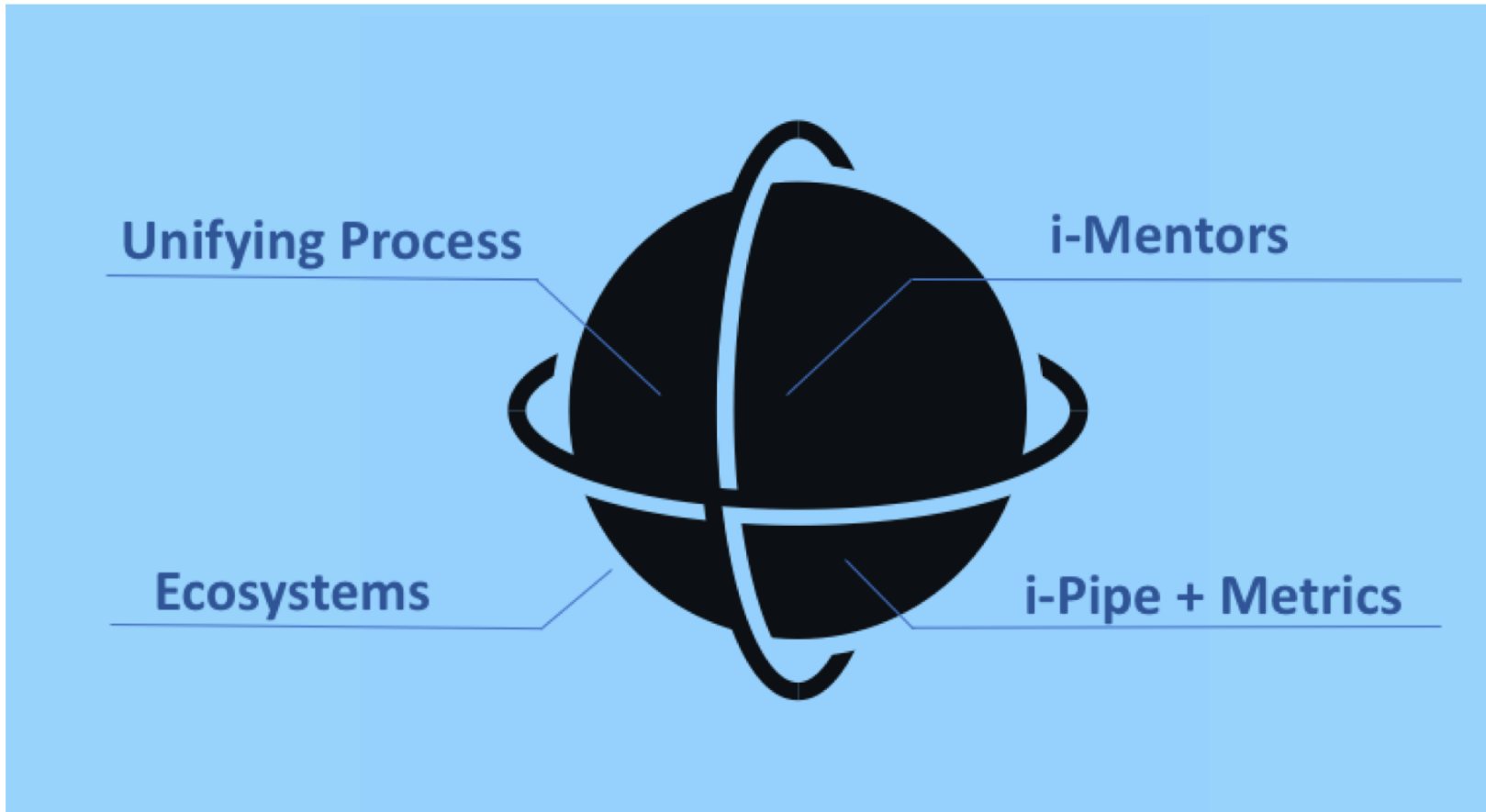




# GENERATE:

## Customer-Driven Problem-Solving





# GENERATE A

<b>Element</b>		<b>Where to Find It</b>	<b>MVA Tool</b>
Unifying Process			Innovation Project Plan

# GENERATE: Innovation Project Plan

Innovation Working Name: \_\_\_\_\_

**One Sentence Description:** \_\_\_\_\_

Owner (Sponsor)/Team : \_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_

Picture

OBJECTIVES

\_\_\_\_\_

OPPORTUNITY/ PROBLEM TO BE SOLVED

STRATEGIC RATIONALE

TARGET CUSTOMER

PROJECT EXECUTION PLAN

RESOURCING

MILESTONES

EXPECTED RESULTS

STAKEHOLDERS