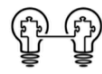


cross-industry innovation



research steps



1. Innovation question	2. Sub-question(s)	3. Cross-industry inspiration <small>(similar on meta-level)</small>	4. Company / sector / area <small>(tip: use logo)</small>	5. Alternative Company / area <small>(tip: use logo)</small>	6. Insights from desk research <small>(slideshare, ...)</small>	7. Insights from interviews <small>(telephone /e-mail)</small>	8. Insights from company visits	9. Lessons learned	10. Experiment / test & try	11. Results / Conclusions

1. Your innovation (central) question
2. Sub-Questions (try at least 3)
3. Cross-industry inspiration: use the book (optional use a '21 ways' set)
4. Preferred companies / areas to learn from (use logos)
5. Alternative companies / areas to learn from (use logos)

6. Insights from desk research (use Google advanced and Slideshare, Youtube, ...)
7. Insights from interviews (via telephone, e-mail, chat, ... tip: contact the Slideshare uploader via LinkedIn)
8. Insights from company visits (use your extended network)
9. Lessons learned
10. Experiment / test & try (where & how can we test this -in a lean way- ourselves?)
11. Results => cross-industry insights

