

# Collection of Innovation Opportunities

## Challenges

*What are known concrete challenges in your business area? Think about what roles are affected by the challenge, the challenge and its impact on their work, and the reason for the challenge.*

### Example

*Marketing managers can't address all customers with their marketing campaigns due to a huge number of incorrect or wrong master data records.*

## External Risks

*What external risks can hinder you to reach your business goals now or in the future? Think about aspects like new regulations, market trends, new competitors, etc*

### Example

*Cheap competitors from abroad*

## Internal Barriers

*Which internal barriers are hindering you to outperform your department business goals? Think about internal organizational changes, shift of priorities within the company, communication issues, corporate cultural issues, etc*

### Example

*No transparency of relevant KPIs*

## Solution Ideas

*How can the challenges be solved? Brainstorm concrete tangible solutions such as a new application, a specific change in a current process or approach. Try to avoid too general ideas such as "increase efficiency" or "improve quality". Indicate rather how and with what means do you envision such result.*

### Example

*Mobile App for Service technician*