

## **CHALLENGE DEFINITION**

This tool helps you to turn challenges into innovation opportunities that will lay the foundations to find multiple solutions.

	ESTABLISH THE INNOVATION CHALLENGE	(2)
(1) The formulation of a question allows to precisely define a specific objective on the innovation project.	LOTABLISH THE INVIOUS CHALLENGE	Ask a question considering:
	How could we	<ul> <li>✓ A verb. For instance:         <ul> <li>Increase, reduce, improve, solve.</li> </ul> </li> <li>✓ The element or situation to be addressed.</li> <li>✓ The user, beneficiary or client to whom the project is directed.</li> </ul>
	?	