

PROJECT CHARTER

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Title Date

Iteration

Motivation

What is your motivation to start this project?

Strategic fit LOW HIGH

Distance to Success LOW HIGH

Market opportunity LOW HIGH

Customers' problem(s)

What customers' problem(s) do you aim to address?

Solution space (optional)

What potential solution do you have in mind to mitigate the problem(s)?

Visual

How can the customers' problem + solution space be visualized?




A large grid of small dots for visualization.

Assumptions (optional)

What assumptions may impede the success of the solution space?

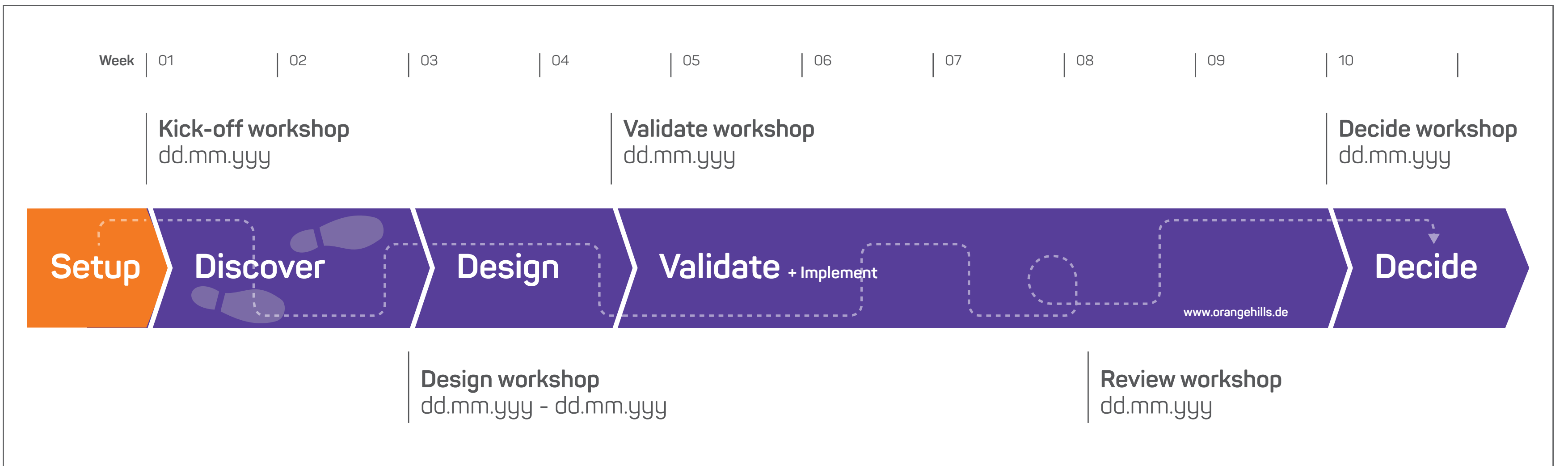
Objectives

What (entrepreneurial) objectives do you want to achieve and how can we measure them?

Objectives	Measurement
 <input type="text"/>	<input type="text"/>
 <input type="text"/>	<input type="text"/>
 <input type="text"/>	<input type="text"/>

Schedule

When does the project start and what are important milestones (= workshops)?



Stakeholders

Who would be involved in the first / next iteration of the project and how much time budget do we get over the next 10 weeks?

Sponsor	<input type="text"/>	Innovation manager	<input type="text"/>	100%
Coach	<input type="text"/>	Innovation experts	<input type="text"/>	100%
Co-coach	<input type="text"/>		<input type="text"/>	100%
Maverick (optional)	<input type="text"/>		<input type="text"/>	100%
			<input type="text"/>	100%

Munich,

Signature Sponsor

Signature Innovation manager