

# Innovation Strategy Canvas

An innovation strategy outlines the key areas a firm invests in as it believes these areas are most promising to help an organization fulfill its ambition.

Use this template to formulate your innovation strategy.

Company Name

Version

Timeframe

Document Owner

Ambition			Innovation Portfolio Value (Actual)		Innovation Portfolio Governance		
	<b>Innovation Gap</b>	<b>Innovation Budget</b>		<b>Value (Actual)</b>		<b>Decision Forum</b>	<b>Meeting Cadence</b>
<b>Today's Revenue</b>							<b>Participants</b>
<b>Planned Revenue</b>							

Innovation Horizon Split									
	Owning Business Units	Innovation Gap Contribution	Innovation Budget	AVG Portfolio Return Ratio	Focus Areas	Innovation Engines			
<b>Horizon 1</b> Core Business Model Innovation						<input type="checkbox"/> Business Line R&D <input type="checkbox"/> (Internal) Idea Campaigns	<input type="checkbox"/> External Crowdsourcing <input type="checkbox"/> Start-Up Collaboration	<input type="checkbox"/> R&D / Innovation Labs <input type="checkbox"/> University Partnerships	<input type="checkbox"/> Accelerators / Incubators <input type="checkbox"/> Acquisitions / Partnerships
<b>Horizon 2</b> Business Model Expansion						<input type="checkbox"/> Business Line R&D <input type="checkbox"/> (Internal) Idea Campaigns	<input type="checkbox"/> External Crowdsourcing <input type="checkbox"/> Start-Up Collaboration	<input type="checkbox"/> R&D / Innovation Labs <input type="checkbox"/> University Partnerships	<input type="checkbox"/> Accelerators / Incubators <input type="checkbox"/> Acquisitions / Partnerships
<b>Horizon 3</b> New Business Models and Transformation						<input type="checkbox"/> Business Line R&D <input type="checkbox"/> (Internal) Idea Campaigns	<input type="checkbox"/> External Crowdsourcing <input type="checkbox"/> Start-Up Collaboration	<input type="checkbox"/> R&D / Innovation Labs <input type="checkbox"/> University Partnerships	<input type="checkbox"/> Accelerators / Incubators <input type="checkbox"/> Acquisitions / Partnerships

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## Log Book