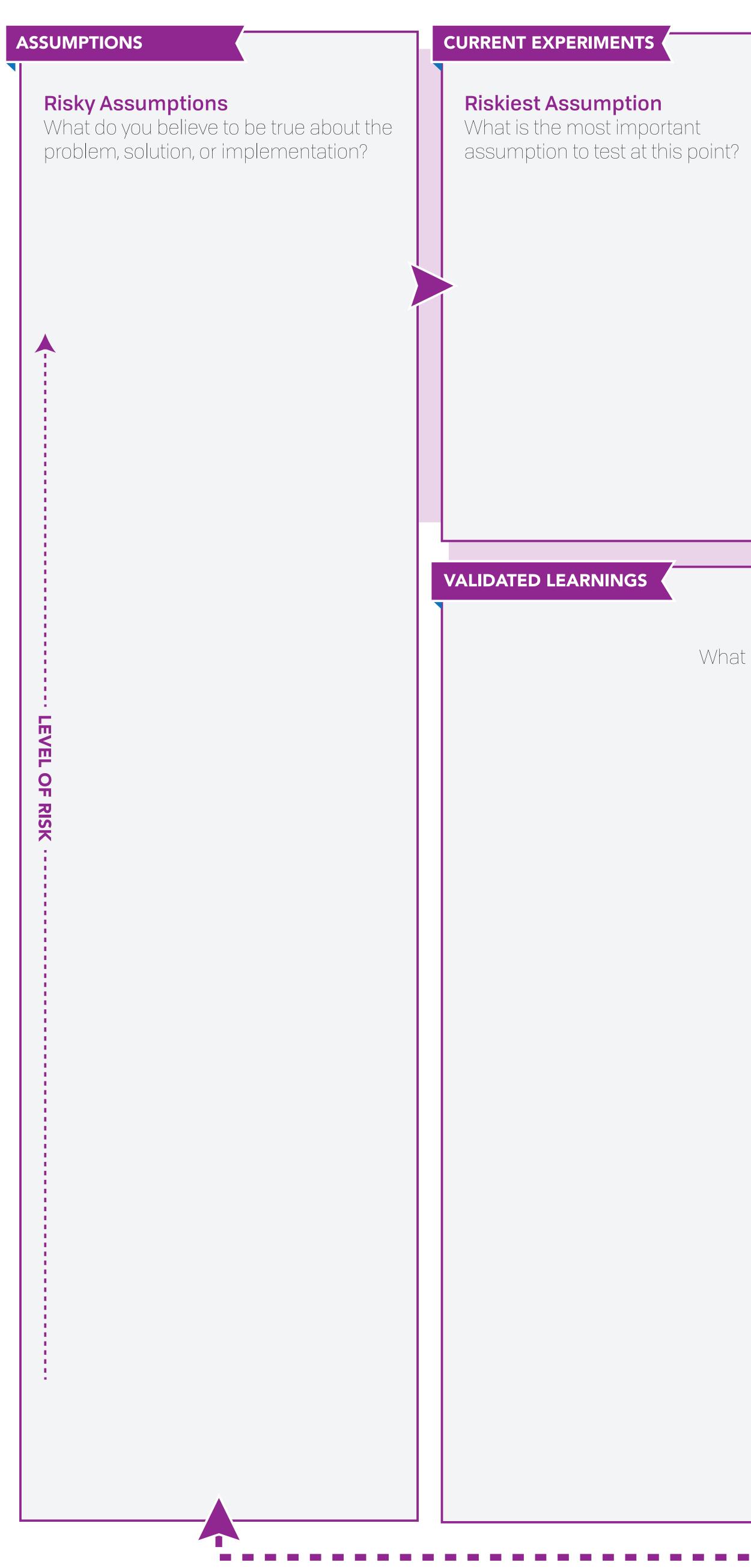
# **INNOVATION ACCOUNTING** Plan your innovation strategy and track progress.



Experiment

How will you test this assumption?

## **Evaluation Criteria**

What are your learning ( How will you measure su

## Insights & Outcomes

What did we learn from our experiment? How have our beliefs about the problem and solution changed?



	DEFINING SUCCESS		
objectives? access?	<b>3-Year Targets</b> How will the world be different when your solution reaches scale?	<b>1-Year Targets</b> What specific ne how far, and for v	
	KEY INSIGHTS Problem Drivers What do you believe is causing the cur problem?	rent	

whom?

### 90-Day Targets

eedle will you move, What are the early measurable indicators of success?

## **Solution Criteria**

What qualities do you believe a good solution should have?



Penn Medicine