### Requirements

<table>
<thead>
<tr>
<th>Unmet needs</th>
<th>Attractive economics (Consumer vs Supplier)</th>
<th>Manageable adoption barriers</th>
<th>Existing triggers</th>
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**Nokia 1100:**

- **Unmet needs:**
  - There must exist some (significant, widespread) unsatisfied needs in the market which this would address. Can include economics.

- **Attractive economics (Consumer vs Supplier):**
  - It would have to be attractive to consumers to buy this offering, and attractive to suppliers to provide it, given likely associated economics.

- **Manageable adoption barriers:**
  - Whatever users would have to change (assets, training, etc.) in order to use the new technology. Must be in reasonable proportion to the benefit they’ll gain. Also includes provider and infrastructure adoption barriers.

- **Existing triggers:**
  - Something will occur to create some widespread time-specificity and/or urgency around making this change (typically legislation, or a common replacement cycle).
**Brainstorm & Score Two Innovative Ideas**

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<tr>
<td>Your Idea:</td>
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<td>Your Convergence Idea:</td>
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**Key Innovation Adoption Criteria**

There must exist some (significant, widespread) unsatisfied needs in the market which this would address. Can include economics.

It would have to be attractive to consumers to buy this offering, and attractive to suppliers to provide it, given likely associated economics.

Whatever users would have to change (assets, training, etc.) in order to use the new technology. Must be in reasonable proportion to the benefit they’ll gain. Also includes provider and infrastructure adoption barriers.

Something will occur to create some wide-spread time-specificity and/or urgency around making this change (typically legislation, or a common replacement cycle).

A program of the Harold Grinspoon Foundation
How can you discover customers’ (campers, parents, funders) unmet needs?

Design Thinking is “a solution-based approach to solving problems” through “an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.”

Scenario Planning: Defining Uncertain Futures

Start with “WHY?” & then evaluate associated:

Trends
social, technological, economic, environmental, and political

Critical uncertainties
forces for which we “cannot…predict direction, velocity, or outcome”

Future scenarios
defining full and detailed alternative views of what might happen

Decision & action implications

WHY: What’s the reason that you are trying to predict future?

What Are Relevant Trends?
- Social
- Technological
- Economic
- Environmental
- Political

Critical uncertainties

High Case

Base Case

Low Case

SMART actions common to several