PROCESS | FROM CHALLENGES TO INNOVATION

CHALLENGE STAGE

IDEA STAGE

Analyze current environment with the PESTLE Framework

Identify and explore underlying challenges and generate approaches to solve the identified challenges together

Underlying Challenges

Identify the underlying challenges

- Analyze Status-Quo
- Identify underlying Challenges in the context of mobility

With industry experts, research partners, and users

Problem Exploration

Analyse the problem and possible radical approaches

- Conducting problem exploration
- Identify radical trends and approaches
- Positioning strategies for future market needs

With industry experts, students, SMEs research partners and users

Funding Decision

Funding radical approaches

Fund radical innovative approaches through expert/jury and implementation partner assessment

With industry experts, students, SMEs research partners and users

Co-Creation

From ideas to innovation

Recommendations for actions to approach the future positioning

Outcome: Final report