INNOVATION ACCOUNTING
Plan your innovation strategy and track progress.

**Risky Assumptions**
What do you believe to be true about the problem, solution, or implementation?

**Risky Assumption**
What is the most important assumption to test at this point?

**Experiment**
How will you test this assumption?

**Evaluation Criteria**
What are your learning objectives? How will you measure success?

**3-Year Targets**
How will the world be different when your solution reaches scale?

**1-Year Targets**
What specific needle will you move, how far, and for whom?

**90-Day Targets**
What are the early measurable indicators of success?

**Problem Drivers**
What do you believe is causing the current problem?

**Solution Criteria**
What qualities do you believe a good solution should have?

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