




 CONCEPT NAME


 TEAM MEMBERS


 DESCRIBE HOW THE CONCEPT WORKS

 WHAT CRITICAL SHIFT WILL THE CONCEPT DRIVE?


CURRENT STATE FUTURE STATE


 WHOM DO WE NEED TO SUCCEED?


 HOW WILL THE CONCEPT ADDRESS EQUITY ISSUES?

 KEY METRICS
HOW WILL WE MEASURE SUCCESS?

 KEY MILESTONES (3-5 years)

 BIGGEST CHALLENGES AND HOW TO ADDRESS

 KEY RESOURCE NEEDS



 FIRST STEPS (4-8 weeks)
(DATE AND TASK)