

Open Innovation Tool

Company

Name:

Constitution:

Sector:

Profile:

Target

Identified Challenge/Opportunity

Key-points

Innovation

1	2	3	4	5
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Digital Transformation

1	2	3	4	5
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Observations



The Open Innovation Tool is a Design Thinking tool, developed by Territórios Criativos, which aims to facilitate the process of open innovation between startups and companies. **This guide serves to assist in the interpretation of the different segments of information.**

Company

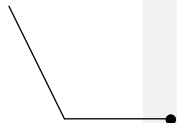
Name: _____

Constitution: _____

Sector: _____

Profile: _____

Company Description



Target

Customer Segmentation:

- **Geographic** (region, city, country, area, climate,...)
- **Demographic** (age, gender, occupation, income,...)
- **Psychographic** (lifestyles, values, attitudes, concerns,...)
- **Behavioral** (buying behavior, benefits sought, usage rate, loyalty...)



Identified Challenge/Opportunity

Description of the Challenge / Opportunity identified in the company and respective area of operation

Key-points

Identification of 3 key points to address in solving the identified challenge/opportunity

Innovation

1 2 3 4 5

Evaluation of the Company's level of innovation from 1 (Not Innovative) to 5 (Extremely Innovative)

Digital Transformation

1 2 3 4 5

Evaluation of the Company's Digital Maturity Level from 1 (Non-Digital) to 5 (Extremely Digital)

Observações

Issues that limit or guide our intervention (e.g: partners that the Company would like to integrate, environmental concerns that the Company has, geographic, financial, cultural constraints, among others)