Why  Focus and frame the problems to solve, questions to answer, and challenges to tackle.

Who  Prioritize patron groups for innovation.

What  Determine the form our innovations take in order to get better at creating them.

How  Consider how pervasive the responsibility for innovation should be.

Where  Decide whether you’ll explicitly support an approach and capability.

ACCESS TO EDUCATION, KNOWLEDGE AND LITERACY  CIVIC PROBLEMS

PATRON FOCUS  (NEW OR EXISTING PATRONS; BEHAVIORS, MOTIVATIONS, DEMOGRAPHICS, CONTEXT, “JOBS TO BE DONE”)

SERVICES  PARTNERSHIPS  TECHNOLOGY AND PLATFORMS

MOTIVATED STAFF  PROCESS

CENTRALIZED  DISTRIBUTED