The Sports Tech Research & Innovation Project Setup Template

Sport or activities & key people in scope

What types of sport or physical activities are we talking about? Who are we doing this for? Individual people, particular groups or domains?

STRN

Challenge(s) *What's the (main) problem to solve? Is it related to performance, prevention, health, treatment or alike? Any scope on body parts, tissues, parameters, behaviors, pathologies, … ?*	Challenge 1:	Challenge 2:	Challenge 3:
1 Types of people, levels & contexts *What are the main characteristics of the target group in terms of gender, age, fitness level, etc. In which context is this happening: lab vs. field, day vs. night, at rest vs. fatigued, etc.?*			
2 Underlying needs & requirements *When empathizing with the target group experiencing the problem, what are their desires, wishes, concerns, etc. to take into account?*			
3 Current practices *How are they dealing with the situation now? What do they do, think, feel, … and how do they make decisions?*			
4 Tech & non-tech related solutions *Which products or services might be solving the issue? What should they definitely entail or be able to do in order to be used and be effective on the short, mid and long-term?*			
5 Uncertainties + Research & Innovation questions *What are the most important unanswered questions related to the future solution?*			

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Challenge(s)	Challenge 1	Challenge 2	Challenge 3
6 Jobs to be done *What should be done in order to find the appropriate answers leading to the potential solution? Work packages, deliverables, milestones?*			
7 Adoption, implementation & valorization strategies *What could be done in order to make the solution practically available & widely used in the end? Which business model could be applied?*			
8 Required disciplines, teams & partners *Who is needed to make this possible? Any internal or external stakeholders that could accelerate the process?*			
9 Resources, funding & collaboration models *What else is needed in terms of time and money? Are there any win-win situations to be created?*			
10 Targeted value creation & impact *What's the ultimate goal or targeted effect? How can this be measured? How will key learnings be made available for continued improvement purposes?*			