

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?*

Challenge

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, ... ?

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?

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?