Tool: Innovation Templates

Innovation process with the use of Ideation Templates by one of my favorite teachers at Stanford, Dr. Jonathan Levav. Here are the titles or his five templates

> **Subtraction—useful for complex products or to control costs**
> **Task unification—when aiming to control costs**
> **Division—for simple quantitative improvements**
> **Multiplication—for simple quantitative improvements**
> **Attribute dependency—useful generally, but hard**

Watch this video for more explanations and examples https://vimeo.com/258405305

IDEATION TEMPLATES

Structured/systematic approach to idea generation

Identify patterns in past successful innovations

Reproduce these successful patterns when searching for innovation opportunities / ideas
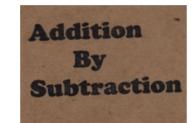
Applied to new product / service ideation and advertising

Product focused, not customer focused→ function follows form

Source: Stanford GSB
Dr. Jonathan Levav

SUBTRACTION TEMPLATE

Removing an essential component

Addition By Subtraction

"Perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away"
Antoine de Saint-Exupery

Less is More

TASK UNIFICATION TEMPLATE

Assigning a new task to an existing resource

DIVISION TEMPLATE

Separating components:

Physical (literally, cut it)

Functional (separate components with different functions)

Preserving (each part preserves characteristic of the whole)

Source: Stanford GSB
Dr. Jonathan Levav

MULTIPLICATION TEMPLATE

Multiply components

But with a slight change

Source: Stanford GSB
Dr. Jonathan Levav

ATTRIBUTE DEPENDENCY TEMPLATE

Creating or changing relationship between attributes

Sometimes involves adding relationship, sometimes subtracting (related to subtraction)