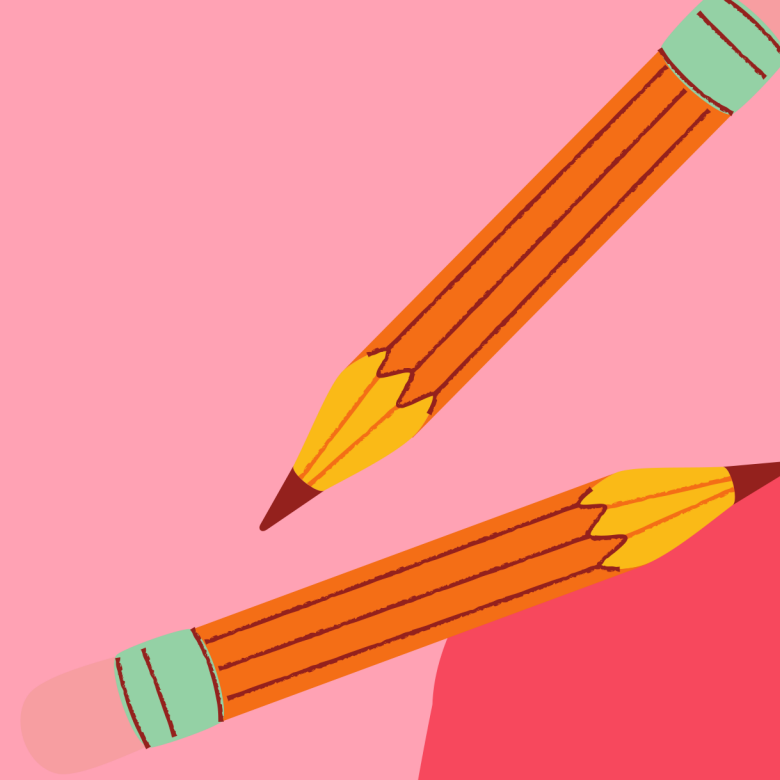




Crafting a leverage hypothesis statement
THE INNOVATION LAB

WHAT IS A LEVERAGE HYPOTHESIS STATEMENT?

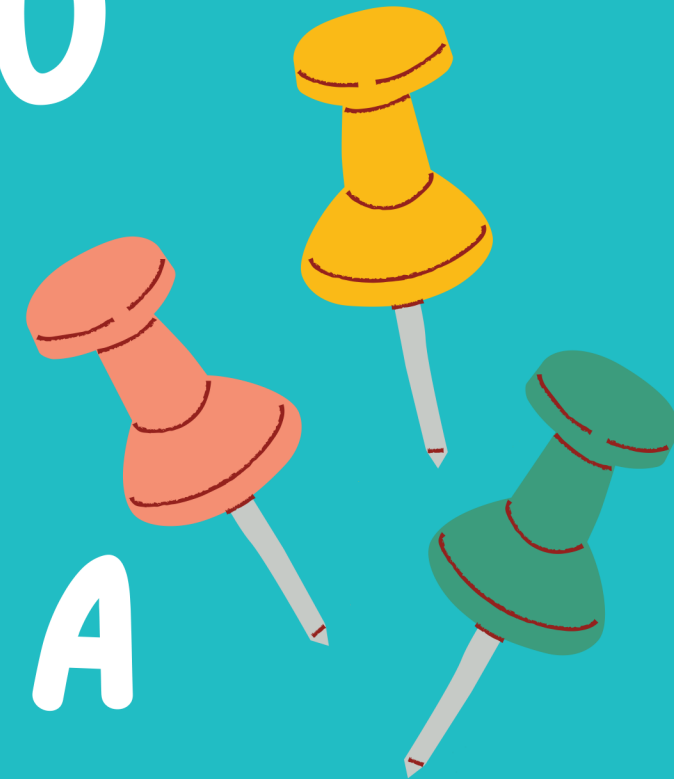


A leverage hypothesis is a statement that brings together your identified challenge and your proposed innovative solution.

The point of this exercise is to help you synthesise your innovation progress so far in one place.

The template is also designed to help you to clearly show how your proposed innovation connects directly to your intended user/audience and the challenge you wish to address.

WHY YOU
SHOULD
CREATE A
LEVERAGE
HYPOTHESIS
STATEMENT



THERE ARE 6 PARTS TO A

LEVERAGE HYPOTHESIS STATEMENT

USER

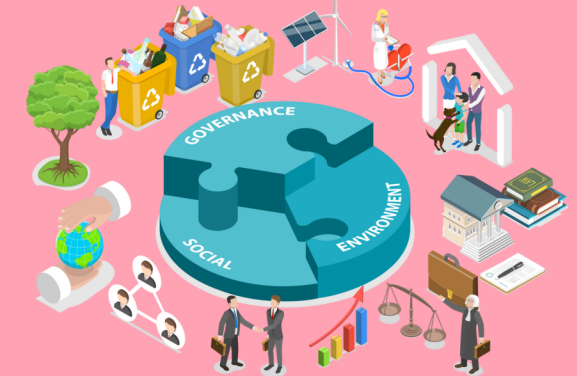
CONSEQUENCE

EFFECT

NEED

SOLUTION

IMPACT



Who is the target audience?

What is the challenge?

What are the consequences for not addressing the challenge?

What is the proposed innovative solution?

How will the solution effect the target audience?

What are the system-wide impacts?

INNOVATION LEVERAGE HYPOTHESIS STATEMENT

We believe...

(Describe the intended target audience / user)

needs a way to...

(Articulate the frustration or opportunity the target audience is facing)

because...

(Outline the current consequences arising from not addressing the outstanding challenge)

By creating...

(Describe the innovative solution)

we will help to...

(Explain how will the solution effect the target audience)

in order to...

(Identify the broader impacts beyond the target audience, system-wide)

 **CONGRATS!** 

You have completed your innovation leverage hypothesis statement.