

Building your value proposition

WHAT VALUE DOES A SOCIAL INNOVATION LAB BRING TO YOUR CHALLENGE?

WHY IS A LAB NEEDED?

WHAT CHANGE WILL A LAB BRING ABOUT?

UNDERSTANDING THE PROBLEM

Describe key issues your target users and stakeholders suffer from

Describe key outcomes or benefits the lab could help create

SPACES FOR EXPERIMENTATION

Describe key issues your target users and stakeholders suffer from

Describe key outcomes or benefits the lab could help create

GETTING TO ADOPTION AND SCALE

Describe key issues your target users and stakeholders suffer from

Describe key outcomes or benefits the lab could help create

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MaRS Solutions Lab