# **Guidance for Design Cycle Report Outs**

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## Design Cycle Report Out 1

* Innovation advisors work with teams to orient themselves to the project (1-2 weeks)
* How will we define value for stakeholders?
* What is the potential business case?
* What target/s do we need to reach by the end of three cycles to consider this process a success?
* What are our key assumptions and how will we validate them?
* Run first experiment!

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## Design Cycle Report Out 2

* What did we learn from our first experiment/s?
* Given what we’ve learned, what assumptions do we need to validate in the next 30 days? How will we do that?
* Iterate and continue experimenting!

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## Design Cycle Report Out 3

* What evidence do we currently have to support our direction?
* Are we close to our target/s?
* Given what we’ve learned, what assumptions do we need to validate in the next 30 days? How will we do that?
* What stakeholders would be interested in this project?
* Would they be willing to provide additional support for us to develop our solution? (funding, staffing support, etc.)

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## Design Cycle Report Out 4 – Pitch Day

* How will we communicate what we’ve done and what we’ve learned?
* How will we define our value proposition? Who is our target audience?
* What kind of resources will we need moving forward?
* Pitch Day!