

O B S
E S S
I O N

INNOVATION
& MOONSHOT
EXPERTS

Innovation

CHALLENGE

2024

PROJECT NAME

(Brainstorm a name reflecting your new idea)

FUTURE NARRATIVE *(Write the backstory of your idea starting with the following statement:
It's 2040, and we have just...)*

FUTURE CAPABILITIES

*(List what would you need to make it happen -
Tech, People, Skills, Financials)*

FUTURE STAKEHOLDERS

(Identify key future stakeholders)

USE CASE

(Explore future customers use-cases)

WHEN

(Situation)

THEY WANT

(Motivation)

SO THEY CAN

(Expected Outcome)

FUTURE CHALLENGES

(Anticipate what might possibly go wrong)

HOW-TO BACK-TO-THE-FUTURE

OBSSESSION

BRIEF

The “Back-to-the-Future” challenge is an innovation tool developed by Obsession that helps organizations envision the future of their business. By imagining your business in the year 2040, you can anticipate changes, innovate proactively, and build winning strategies that ensure long-term success and growth.

OBJECTIVE

This exercise aims to inspire Moonshot-thinking and identify opportunities for long-term growth

TIPS

- **Print** the Innovation challenge canvas as big as an A1 Sheet
- **Collaborate** with your team (3 to 15 members) to fill the sheet
- **Allocate** 2 hours for this challenge
- **Consider** global trends, emerging technologies, and societal changes
- **Embrace** bold, ambitious, & moonshot-thinking with no limitations

INSTRUCTIONS

- **Think** about a name that will inspire and clearly communicate your 2040 innovation to your market.
- **Write** a short backstory that explains the evolution & inspiration behind your idea. Include key events, problems, and the impact it can have on the world around you.
- **List** individuals, groups, or entities that will interact with or be influenced by your product/service.
- **Describe** specific scenarios where customers will use your innovation & why they will use it.
- **Identify** the new capabilities your team and organization will need to develop such as advanced technologies, new skill sets, and innovative processes.
- **Ideate** obstacles your innovation might face, such as technological hurdles, market acceptance, regulatory issues, or competitive threats.

DISCLAIMER

You own the rights to any breakthrough ideas you create. This challenge is for moonshot planning and is meant to stimulate moonshot thinking, use with caution.

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SESSION



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