



HEADLINE:

MISSION:

TEAM:

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CHALLENGE

EXPLORE

EXPERIENCE

SHAPE

HATCH GOOD IDEAS:
(brainstorm ideas here)

WHAT?
Describe the idea:

HOW?
Describe how it solves the mission:

WHY?
Motivate the norm-creative innovation:

WHAT?
Describe the idea:

HOW?
Describe how it solves the mission:

WHY?
Motivate the norm-creative innovation:

WHAT?
Describe the idea:

HOW?
Describe how it solves the mission:

WHY?
Motivate the norm-creative innovation:

NORM-CREATIVE INNOVATION
(Draw and explain)

