

Purpose

JT Goldstein recognizes the way you once did business pre COVID-19 may change going forward. As a result, we recommend that you innovate (i.e. pivot) currently and through post COVID-19. Accordingly, we developed a simple template to assist you with this process, along with some preliminary thoughts on how we think you should pivot. We want you to consider three types of innovation when approaching this document:

- (1) **Incremental** - small improvements to existing products or services
- (2) **Sustaining** - adding a product or service that complements what you do, but is not part of your offering.
- (3) **Disruptive** - turning your business model upside down, a whole completely new product or service.

We stand to assist you and hope you find this planning document useful.

Please obtain input from key members of your team and identify an innovation champion to lead the process.

Company Information:

Company Name: _____

Innovation Champion: _____

JT Goldstein Recommended Pivots:

- _____
- _____
- _____

Company Recommended Pivots:

- _____
- _____
- _____
- _____
- _____

Resources Needed:

Technology

- _____
- _____
- _____
- _____

Key Suppliers/Partnerships

- _____
- _____
- _____
- _____

Financial Budget

- _____
- _____
- _____
- _____

	Tasks	Technology, Financial, & Partnerships/Key Vendors Resources Needed	Responsible Party
June			
July			
August			
September			
October			
November			
December			
Tips	<ul style="list-style-type: none"> • Solicit Input from key members of your team • Identify an innovation chapion to lead the process • Assign various tasks to team members to lead 		