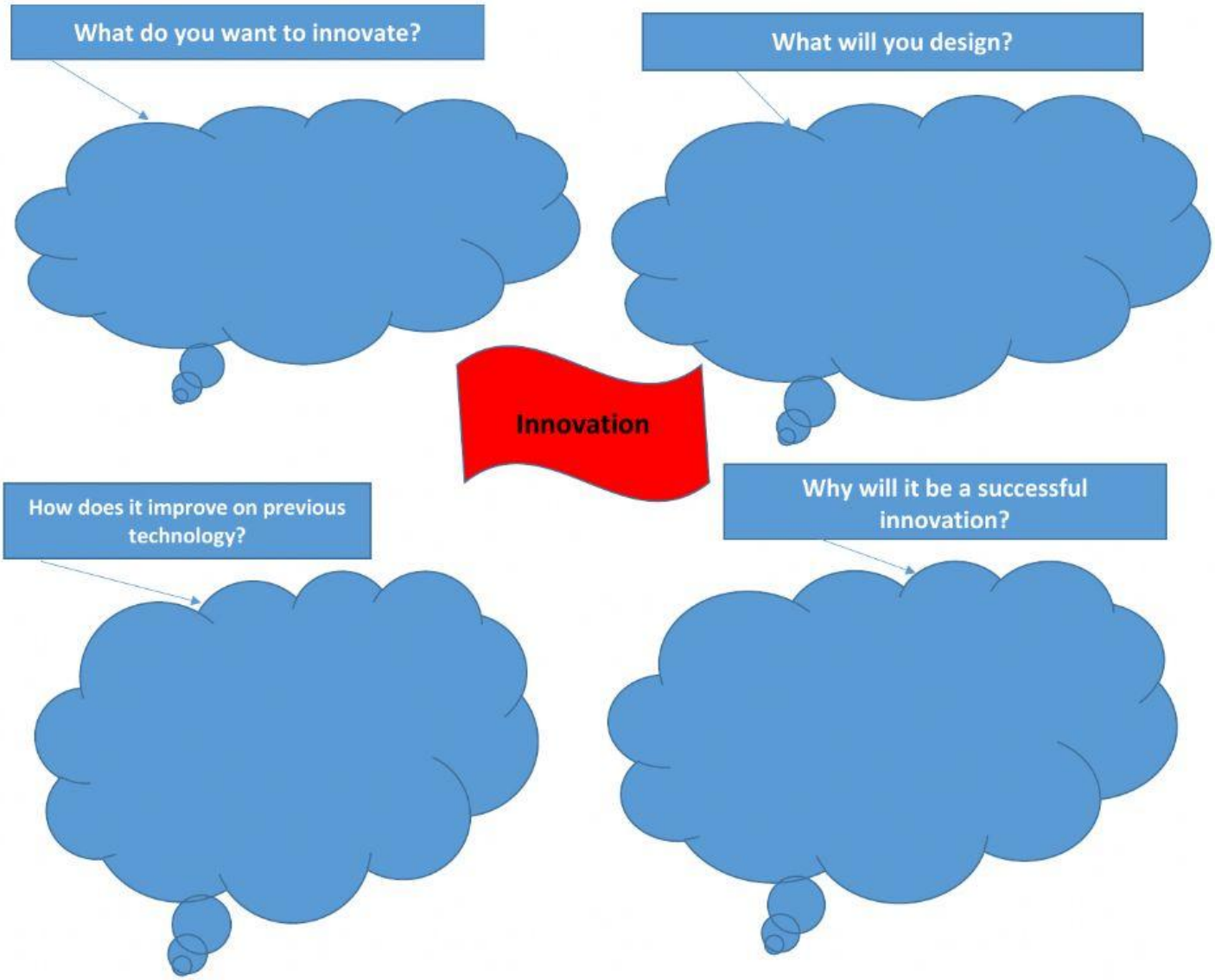
What do you want to innovate?
What will you design?
Innovation
How does it improve on previous technology?
Why will it be a successful innovation?