



Hult Future Leaders Challenge Phase I Instructions October, 14 2025



**BARÇA
INNOVATION HUB**

**HULT
UNDERGRADUATE**

The Challenge Phase 1



Start. Each Team selects one of these two fields

1.Smart Technology in Sports — innovations that enhance performance, strategy, or fan experience using tech (e.g., wearables, data analytics, AR/VR)

2.Athlete Health & Recovery — solutions that improve physical/mental recovery, injury prevention, or long-term athlete wellness.

Complete. Create a new Product Services using the Innovators Canvas

The Innovator's Canvas Provides A Summary While The Other Canvases and Concepts Go Deep in Each Area.

- Low Risk or Validated Assumption
- Med Risk or Partially-Validated Assumption
- High Risk or Invalidated Assumption

THE INNOVATOR'S CANVAS

Key Resources <div style="text-align: center; margin-top: 20px;">Your paragraph text</div>	Metric That Matters <small>Stage 1. Empathy & burning pain discovery.</small> <hr/> <small>Stage 2. Problem – solution fit.</small> <hr/> <small>Your paragraph text</small> <small>Stage 3. Product – market fit.</small> <hr/> <small>Stage 4. The metric for scaling.</small>		Brand Promise – The Why <hr/> Value Proposition <div style="text-align: center; margin-top: 10px;">Your paragraph text</div>		Customer Relationships 		Customer Segment	
	Key Partners	Unfair Advantage	Products & Services	Gain Creators	Channels	Gains	Job to be Done	
				Pain Killers		Pains		
	Cost Structure			Revenue Streams				

Prof. Daniel Rukare

[Explanation LINK](#)

Project Name		Designed By		Date & Iteration											
Customer Segment 👤 These are the people who have a problem that you understand better than they do that you can potentially solve with your value proposition. These are specific profiles of people who all share the same job to be done and who experience pain and want gains related to that job. E.g. One of Amazon's customer segment: College students		Channel(s) 📶 Awareness How will customers become aware of your solution? E.g. Amazon's PR and online ads		Mission Statement 📜 A clear and bold declaration of the company's mission of create a positive impact. E.g. Amazon's is "To be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."		Business Structure 🏢 Legal Entity The legal entity that represents the business. E.g. Amazon, Incorporated		Owner(s) The list of owners and the number of shares owned. E.g. Jeff Bezos: 80M shares, etc.							
Problem Statement 🗣️ The fundamental reason your customer is dissatisfied with their experience related to your idea. E.g. Amazon's customer segment shares the problem of the hassle of in-store shopping.		Sale How will your solution be explained and sold? E.g. Amazon's product listing page, online cart and checkout process		Value Proposition 💡 The solution statement is the most important part of your business that describes what your offer is and what it will do for your target customers		Key Resources 🛠️ Human Defines the core team that will be responsible for executing the new product/business plan		Intellectual Defines the core intellectual property and competencies needed to execute the plan							
Job to Be Done ✓ Job to be done: The primary objective your customer is trying to achieve as it relates to a particular need in their life. E.g. purchase the right textbooks for class	Gains 😊 Gains: Those desired customer needs that go above and beyond the core utility of getting the job done. E.g. Fast delivery		Delivery How will your solution be delivered? E.g. Amazon delivers items to customers through a postal service (UPS, FedEx, etc.)		Gain Creators 🙌 Value created by your product/ service above and beyond merely solving the problem. E.g. Find and discover anything you might want to buy online		Product/Service 📦 The primary product and / or service you intend to sell E.g. Amazon.com		Physical Defines the physical assets needed to execute the plan (typically includes things like plants, machinery, etc.)		Financial Defines the financial investment required to execute the plan to the point where it sustains itself				
	Pains 😞 Pains: The pain caused by having to struggle with existing solutions when getting the job done. E.g. High cost of textbooks		Support Customer relationships describe what your relationship with customers looks like after the initial value proposition is delivered. E.g. Amazon's customer relationships 24/7 Customer Support.		Pain Killers 🩹 Pain Killer: The main attribute of your product/service that solves a customer's pre-existing pain. E.g. The lowest possible prices.				Key Advantage 🏆 Why you will stand out vs the competition. These include patents, relationships, expertise, experience, etc. E.g. Exceptional customer service, Fulfillment efficiency		Key Partners 🤝 Essential partnerships needed to make the business model work. Includes suppliers, financing, etc. E.g. Amazon's partners: Authors, independent sellers				
Revenue Structure Pricing & Frequency 💰 Revenue Streams defines the price, frequency of purchase and how you intend to receive payment from customers for delivery of your value proposition. E.g. Amazon's revenue streams, Online purchases, Prime subscriptions			Cost Structure Total Cost of Running the Business 💸 Acquisition & Support How much will it cost to acquire and support customers? E.g. Amazon's ads & customer svc team						Cost of Goods & Services How much does it cost to make each product or service experience? E.g. Amazon's incremental cost to			General & Administrative How much will it cost to support production of the value proposition and acquisition & support efforts? E.g. Amazon's warehouses, management, rent, salaries, etc.		Value Creation 🏡 How much operating profit will the initial business model generate and what is the breakeven volume? E.g. Amazon started selling books for \$15 avg. shipping of \$3, book cost of \$10, GP = \$2. With G&A of \$1M, breakeven is \$1M/2 = 500k	
Overall Market Dynamics															
Customer Trends Market trends are the notable changes happening with the customer base as a whole. E.g. A market trend in Amazon's favor is the shift in shopping online versus brick-and-mortar stores.		Market Size Market size is typically defined as either the total \$'s spent or total volume purchased in a particular market. (TAM, SAM, SOM) E.g. If we count all retail, Amazon's potential market is \$5 trillion.		Current Channels Current channels defines the paths to market for existing solutions. E.g. In retail there are two major paths: brick-and-mortar stores and online stores		Current Solutions/Providers Existing solutions and suppliers available to customers today. E.g. Current solutions other than Amazon include Jet.com, Walmart.com, etc.		Technology Trends The technology runways in use by existing solutions and those emerging runways yet to be fully utilized. E.g. Artificial intelligence		Industry Trends Industry trends are anything noteworthy that is changing in the industry. This can include things like consolidation, vertical or horizontal integration, etc. E.g. retail consolidation		Regulatory Trends Regulatory trends are any noteworthy changes or expected changes in the regulatory environment. E.g. FCC rules on drone usage for package delivery			

Assessment Alignment with the Challenge Objectives



Challenge Objective	Linked Canvas Area	What Judges Are Looking For
Market Research	<i>Metric That Matters / Customer Segment / Gains & Pains</i>	Clear market need supported by evidence and stakeholder understanding.
Innovation in Advanced Sports	<i>Brand Promise / Value Proposition / Products & Services</i>	Novel idea that leverages technology, data, or design to improve sports performance or recovery.
Strategic Thinking & Differentiation	<i>Unfair Advantage / Channels / Customer Relationships</i>	Competitive insight, positioning clarity, and potential for scaling.
Coherence of the Canvas Submission	<i>Integration Across All Sections</i>	Logical, well-reasoned connections demonstrating strong conceptual and strategic thinking.

Do you have any
Questions?