WHY
(...should we think about it /
waht's the problem)

WHAT
(...is the target of the challenge)

HOW MIGHT WE

WITH WHAT
(Ressources)

WHO ELSE
(competitors, alternatives)

WHO
(...is participant or concerend and
waht do they have for interests)

dresden|exists

WISSEN. GRÜNDEN. UNTERNEHMEN.

Area of Application

WHY

How might we …

HOW

How might we …