Innovation Opportunity Finder for SMEs



Use this worksheet to identify industry-wide jobs in your business that are frustrating, time-consuming, or poorly solved. By spotting pain points across your industry, you may uncover opportunities to innovate and generate entirely new revenue streams or potentially, an entire new business model.

Step 1: List the Jobs Your Business Performs

Brainstorm and list out all the functional and operational tasks (aka 'jobs') your business or team performs regularly.

Examples: Quoting jobs, scheduling staff, tracking compliance, reporting, managing inventory.

Use a whiteboard, sticky notes or other ideation tools following the design of the table below to capture these jobs and assess them.

Job / Task	Pain Points & Frustrations (1–10)	Time / Accuracy / Waste / Risk Consumed (1–10)	Industry- Wide Problem? (Y/N)	Notes / Evidence

Step 2: Research Industry Pain Points

Talk to suppliers, peers, or industry forums to see if others are also frustrated by the same jobs. Capture key comments and common patterns.

Step 3: Prioritise Opportunities

Look for jobs that score highly on frustration and time/ accuracy/ waste/ risk consumption and appear to be shared across the industry. These are your innovation opportunities.

Step 4: Initial Solution Ideas

Use this space to brainstorm possible ways to solve one or more of the top painpoint jobs you've identified. Solutions can be physical products, digital tools, or hybrid systems.

Top 3 Job-Based Opportunities:	
1	
2	
3	
Potential Solution Concepts:	
-	
-	

Step 5: What's Next?

Take your top opportunity through the Advivo ICP Launch Formula (available here) to:

- Validate market demand
- De-risk development
- Build toward product-market fit

Start with small experiments. Interview target users. Test early versions. Innovation doesn't have to start from scratch — it starts from inside your business. Or contact Advivo ICP at:

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