

Innovation Ecosystem Design v1



Exploring ideas
 Generating Concepts
 Developing & Testing
 Marking the Case
 Deliver & Implement
 Grow, Scale & Spread
 Challenge the System

Focus upon
 Time to Market
 Scope, Speed & Scale
 Portfolio Strategy
 Focus on Innovation
 Identity
 Organization
 Structure
 Flexible
 Fast

Start-up
 Ecosystem
 Innovation
 Labs
 Accelerators
 Stunk Works
 Collaborators
 Innovation
 Centres
 External R&D

Approach

- Broad Perspective
- Customer Focused
- Experimental
- Dynamic Exchanges
- Mindset Alignment
- Impact Potential

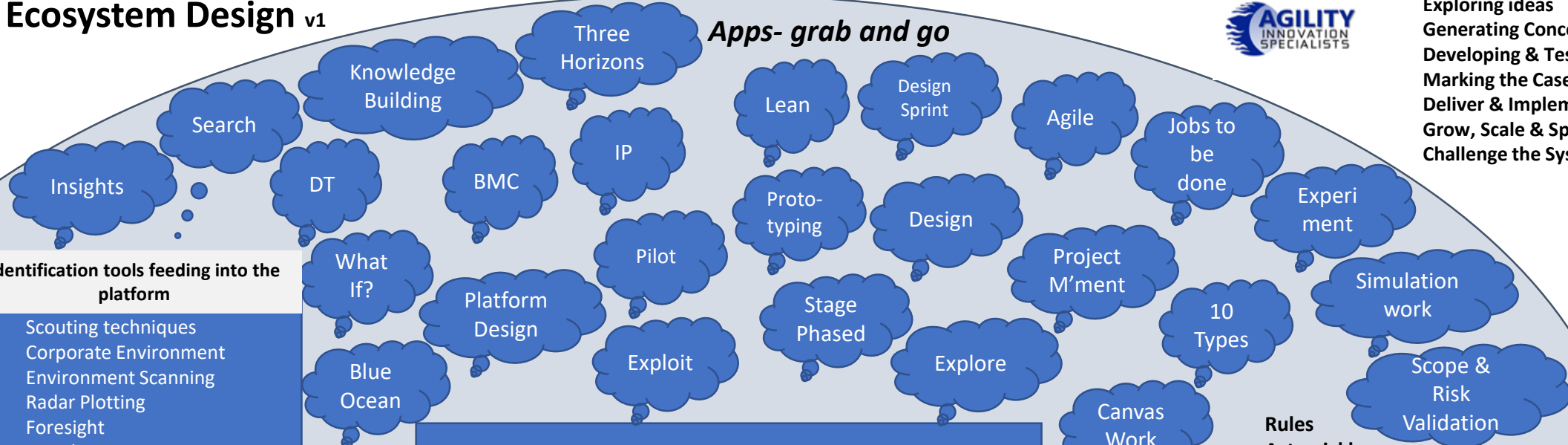
Identification tools feeding into the platform

- Scouting techniques
- Corporate Environment
- Environment Scanning
- Radar Plotting
- Foresight
- Trends Management
- Technology Watch
- Patent Searches
- Collecting Spontaneous Ideas
- Market Observation
- Scientific & Trade Publications
- Market Research
- Unmet Need Discovery
- Gap Analysis
- Weak signal Awareness
- Inspiration moments

Universities
 Research Institutes
 Venture Capitalists
 Inventors

- Problem Space
- Solution Space
- Market Space

Apps- grab and go



Communication, Execution, Planning, Management & Governance Platform

Data | Storage | Enquiry System | Digital Tools
 | Analytics | Engines | AI | Repository

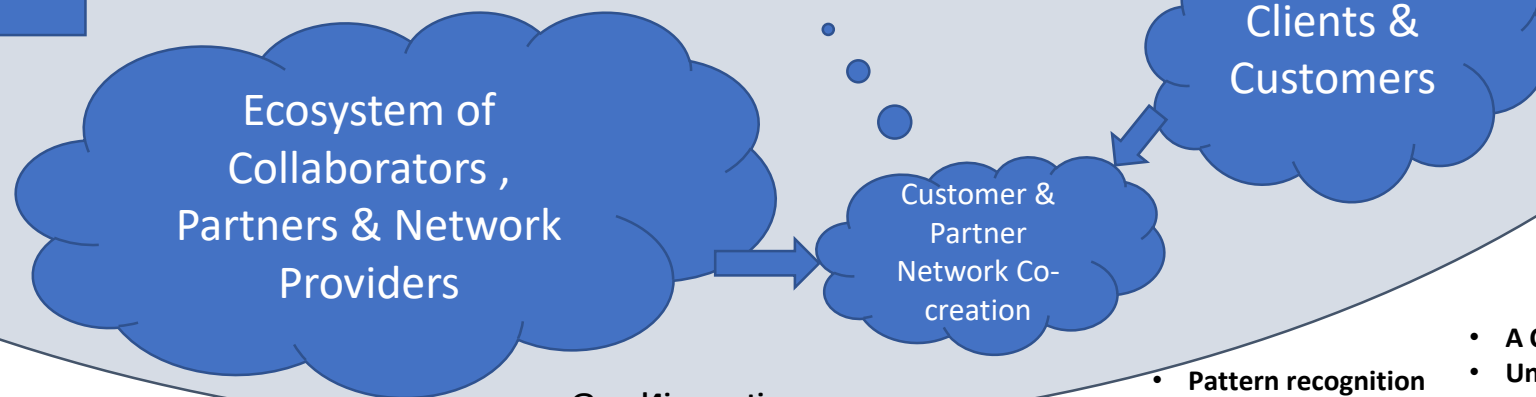
Source | Curation | Prioritization | Solution Explore | Incubate | Integrate

Ideate | Validate | Design & Build | Fund | Scale | Market

Rules

- Act quickly
- Push execution speed
- Course-correct as needed
- Right mix of global and local (glocal)
- Leverage the world through partners, relationships & networks
- Staged Funding on Validation

- Steps to follow**
1. Basic Idea Discovery
 2. Applied Research
 3. Invention Blueprint
 4. Development
 5. Testing
 6. Prototype & Beta
 7. Invest & Validate
 8. Scale & Promote
 9. Commercialize



Fluid, Adaptive and Agile

The New Integrated Innovation Engagement Platform

- Pattern recognition
- Predictive analysis
- Cognitive computing
- A Constant Adaptive Space
- Unique approach every time
- Data and Analytical Driven
- Smart Adaptive Configuration

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