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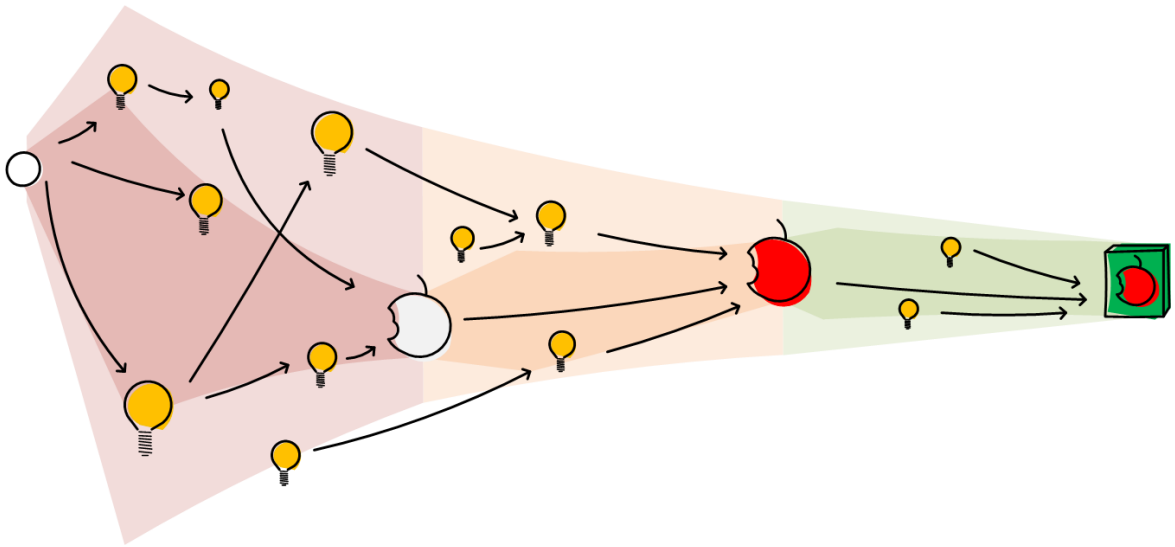
From Innovation to Implementation

Innovation by collaboration

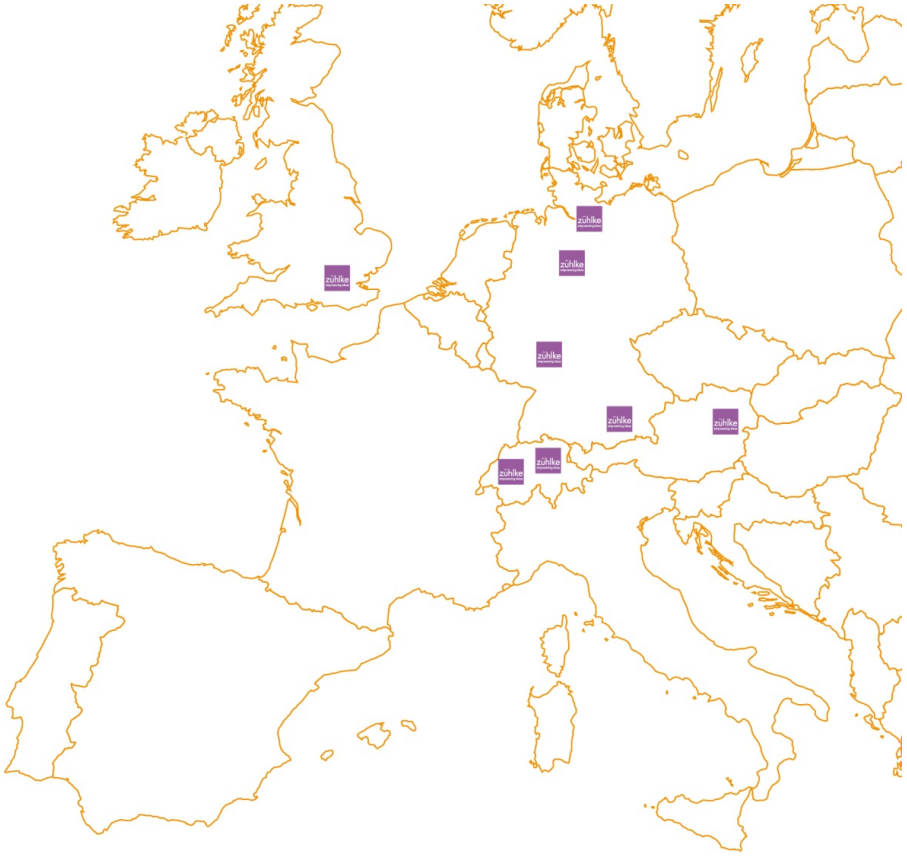
Dr.-Ing. Christoph Kunz



Three interconnected fields

For increased innovation, productivity and growth.

- Product- & Software Engineering
- Management Consulting
- Start-up Financing



Agenda

- Motivation
- What is Innovation?
- Innovation by collaboration «From Stars to Road»
- Q&A

Motivation

Customer experience drive innovations

Questions clients ask

Distress:

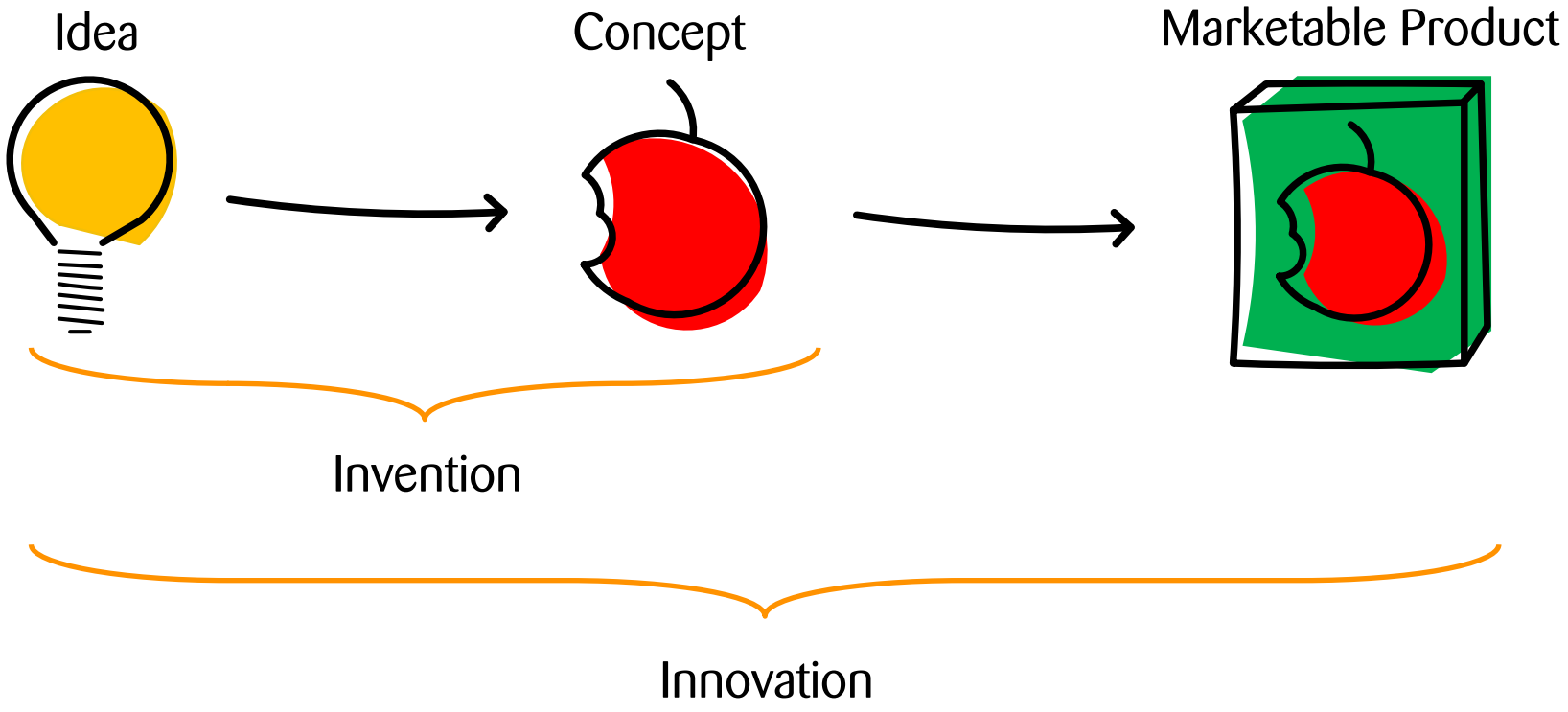
- How can we increase our sales?
- How can we gain market share?
- How do we position ourselves in the market?
- How do we optimize our back office?

Growth:

- What products do we successfully place in the market?


INNOVATION

What is Innovation?



What is Innovation?

"Innovation is the implementation of a technical or organizational innovation, not just inventing it."

Joseph Alois Schumpeter, 1911

"Innovation always takes place when a new idea is being successfully implemented in a marketable product. It is secondary whether it is a new product or technology, whether it relates to processes, procedures or services. Decisive is the courage to break new ground. Creativity is the basis of every new idea."

Prof. Dr. Hans-Jörg Bullinger, 2007

Innovate where?

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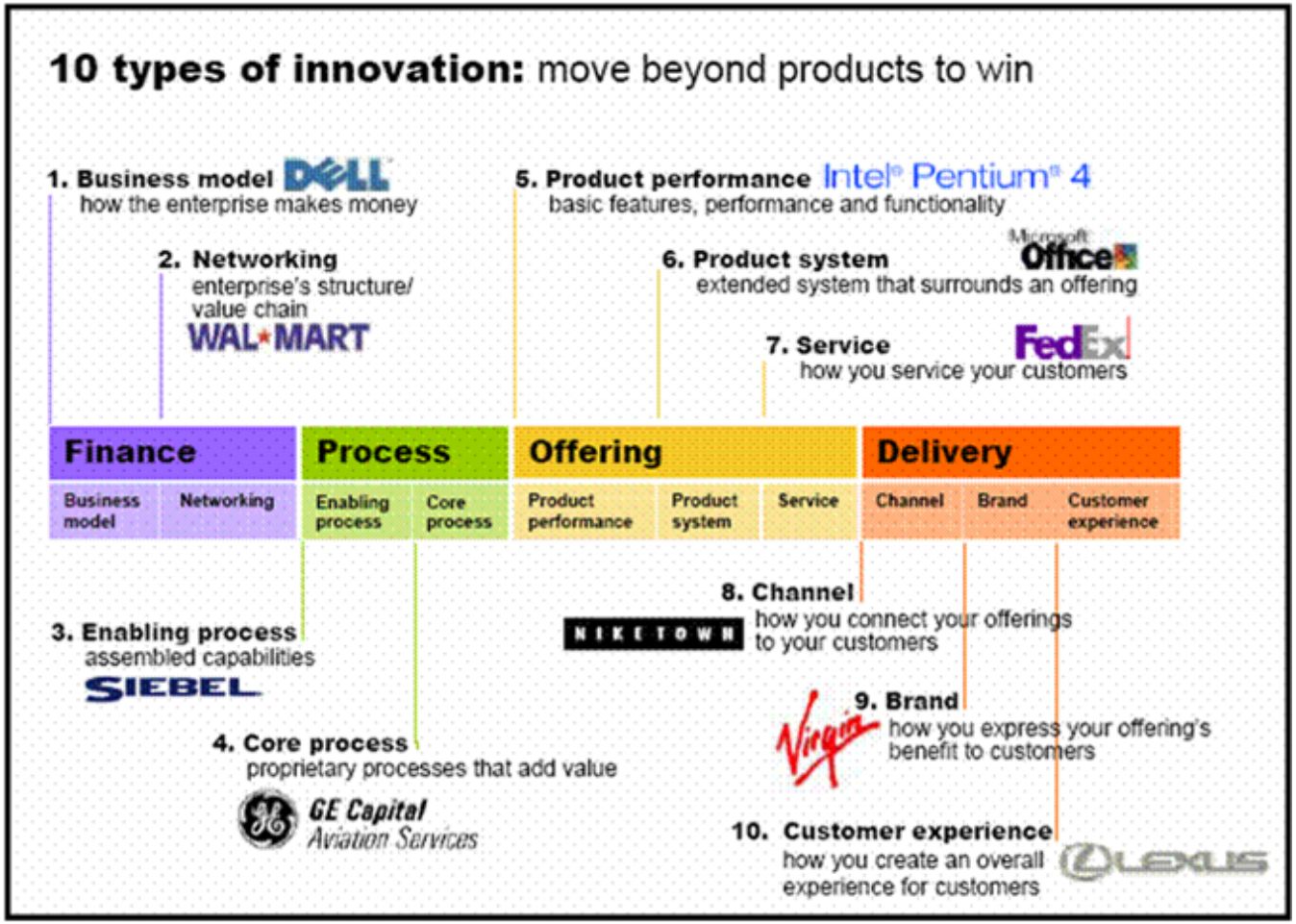
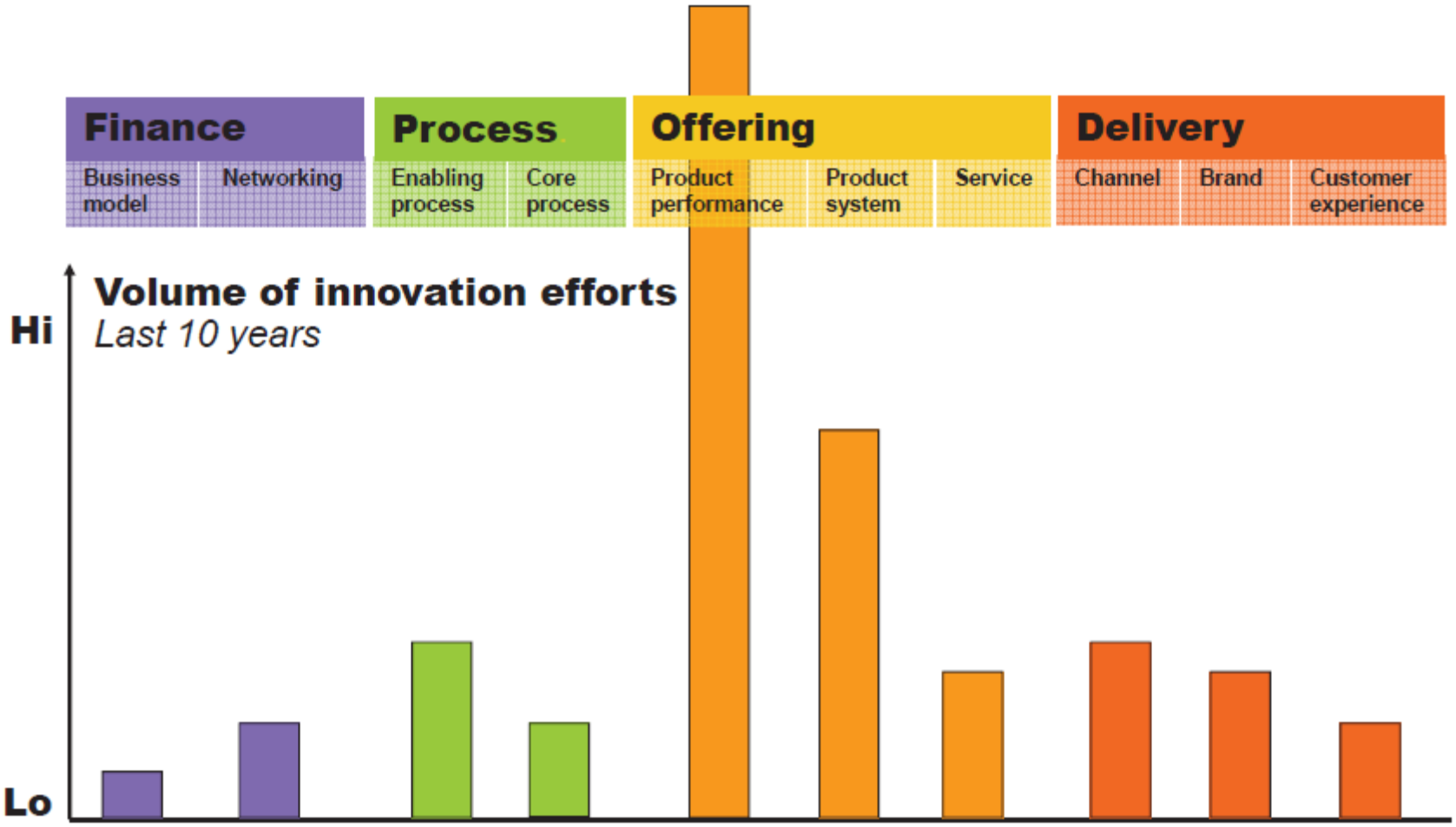


Source: Doblin, Chicago, 2008

Invest…



Source: Doblin, Chicago, 2008

… and revenue

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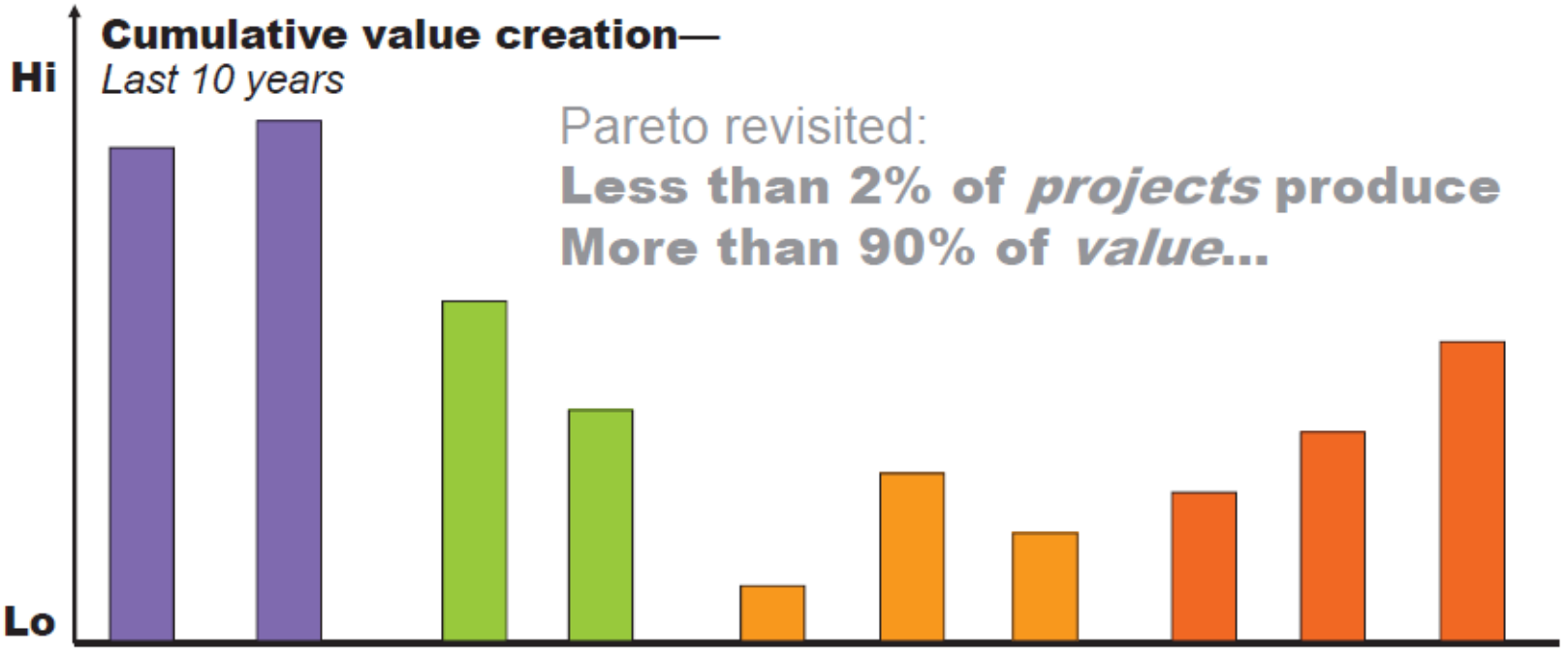
Finance		Process		Offering			Delivery		
Business model	Networking	Enabling process	Core process	Product performance	Product system	Service	Channel	Brand	Customer experience



Source: Doblin, Chicago, 2008

From stars to road

Innovation by collaboration

Idea Maturity Model

- Someone had an insight and is able to tell in a nutshell, what this insight is and why it is relevant. This story convinced at least one other person.

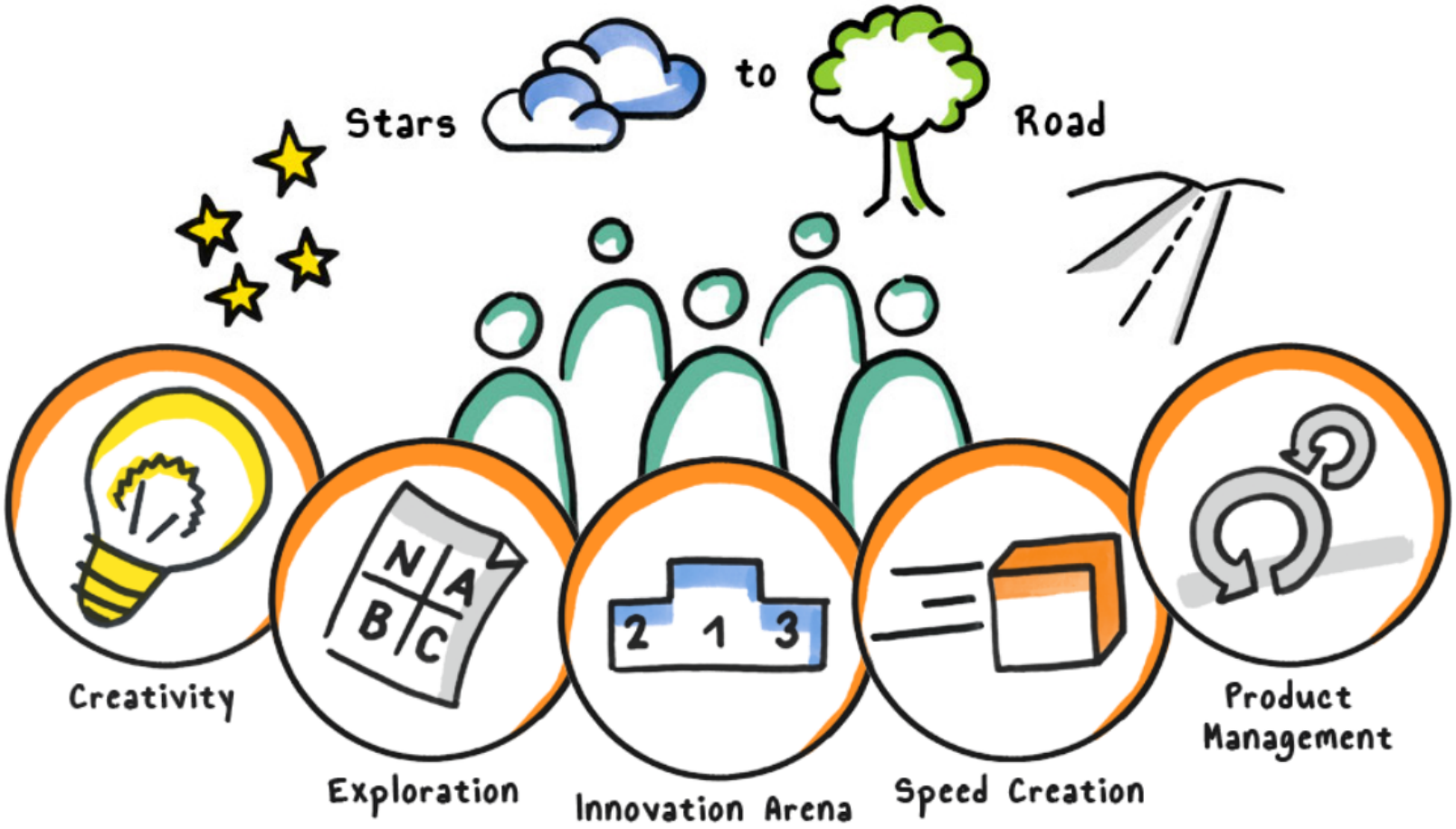
- We – a significant part of an organization – are pretty sure that an idea satisfies relevant needs of our customers and that the company can build and deliver it. We may have some data ready to substantiate it.

- We as a company agree on what we want to build for whom, how and that we want to launch it.

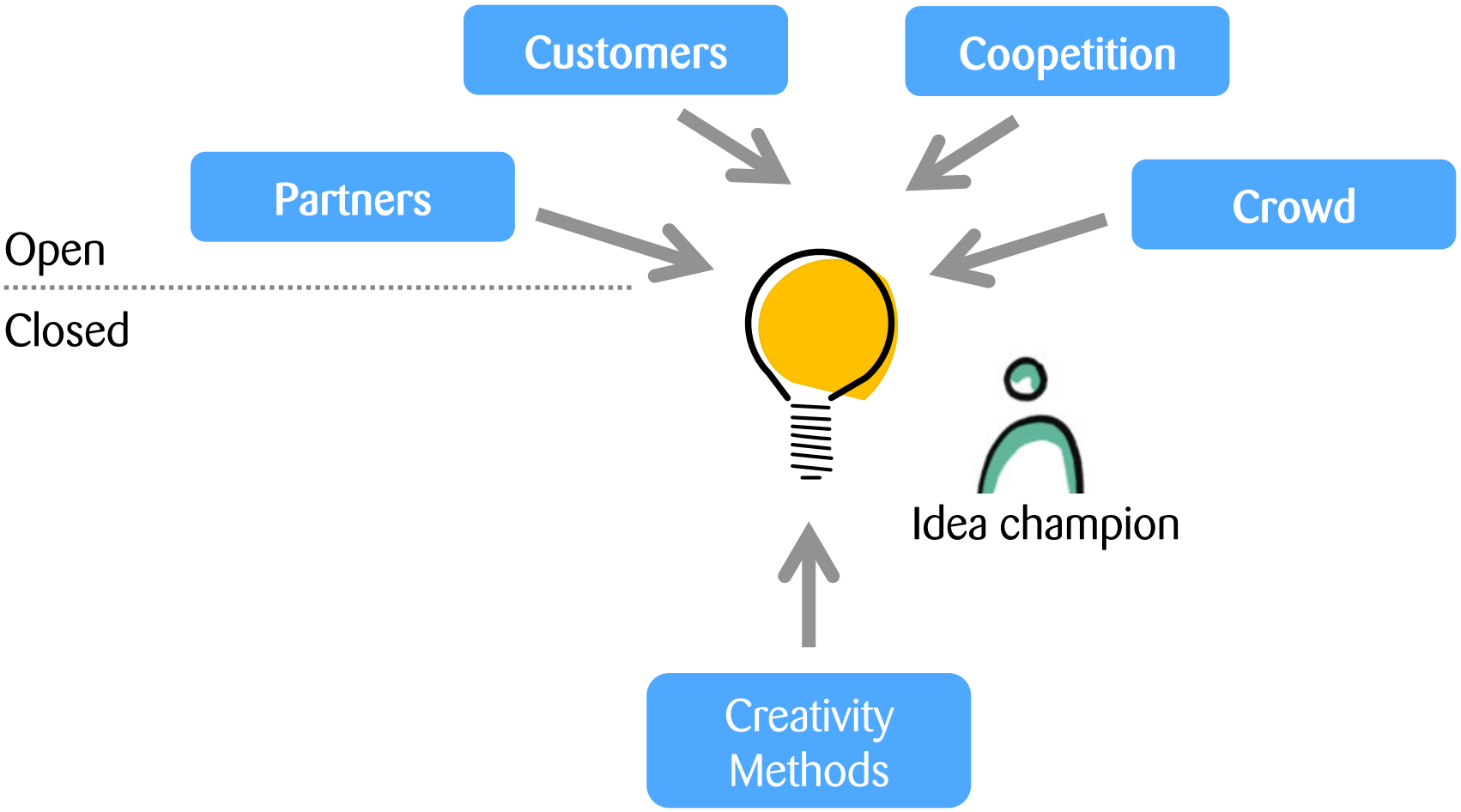
- We have an innovation in the market.

Markus Flückiger, Pete Jones, http://starstoroad.com/blog/

Toolbox



Ideation and Creativity



Exploration and evaluation

NABC (K. Vinderskov, 09)

Need

- Short waiting times
- Use the waiting time reasonable

Approach

- Extension of customer guidance systems
- Display panels in neighboring cafes
- Display panel in a website / app
- Reminder via SMS

Benefit

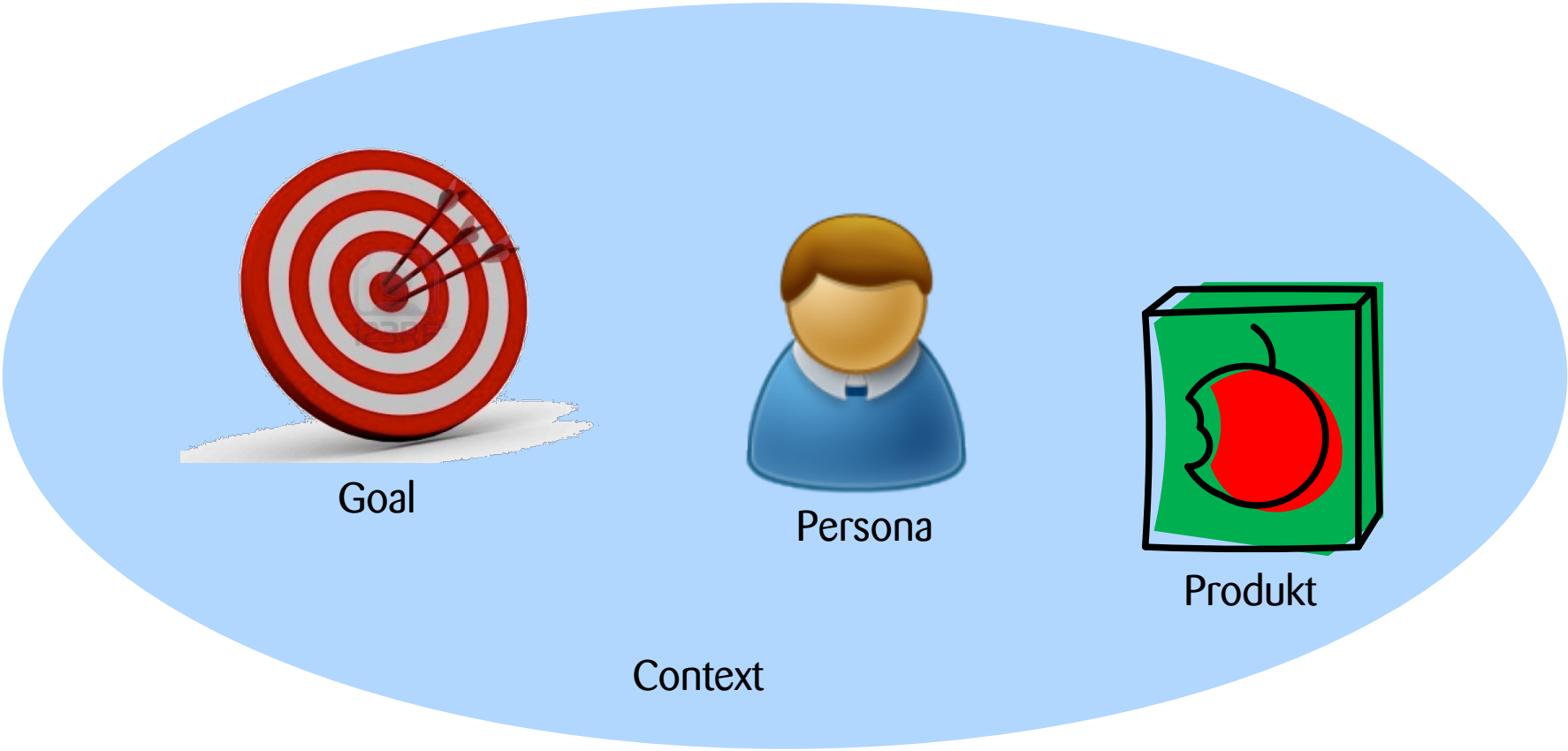
- Use waiting times reasonable
- Provide service to the customer
- Extend business by ICT service

Competition

- There might be shops which don't want the customer to leave (cross-selling)
- Eg. Post

Exploration and evaluation

Goal Directed Scenarios (C. Kunz, M. Flückiger , 2012)



Exploration and evaluation

Business Model Canvas (A. Osterwalder, Y. Pigneur, A. Smith, 2010)

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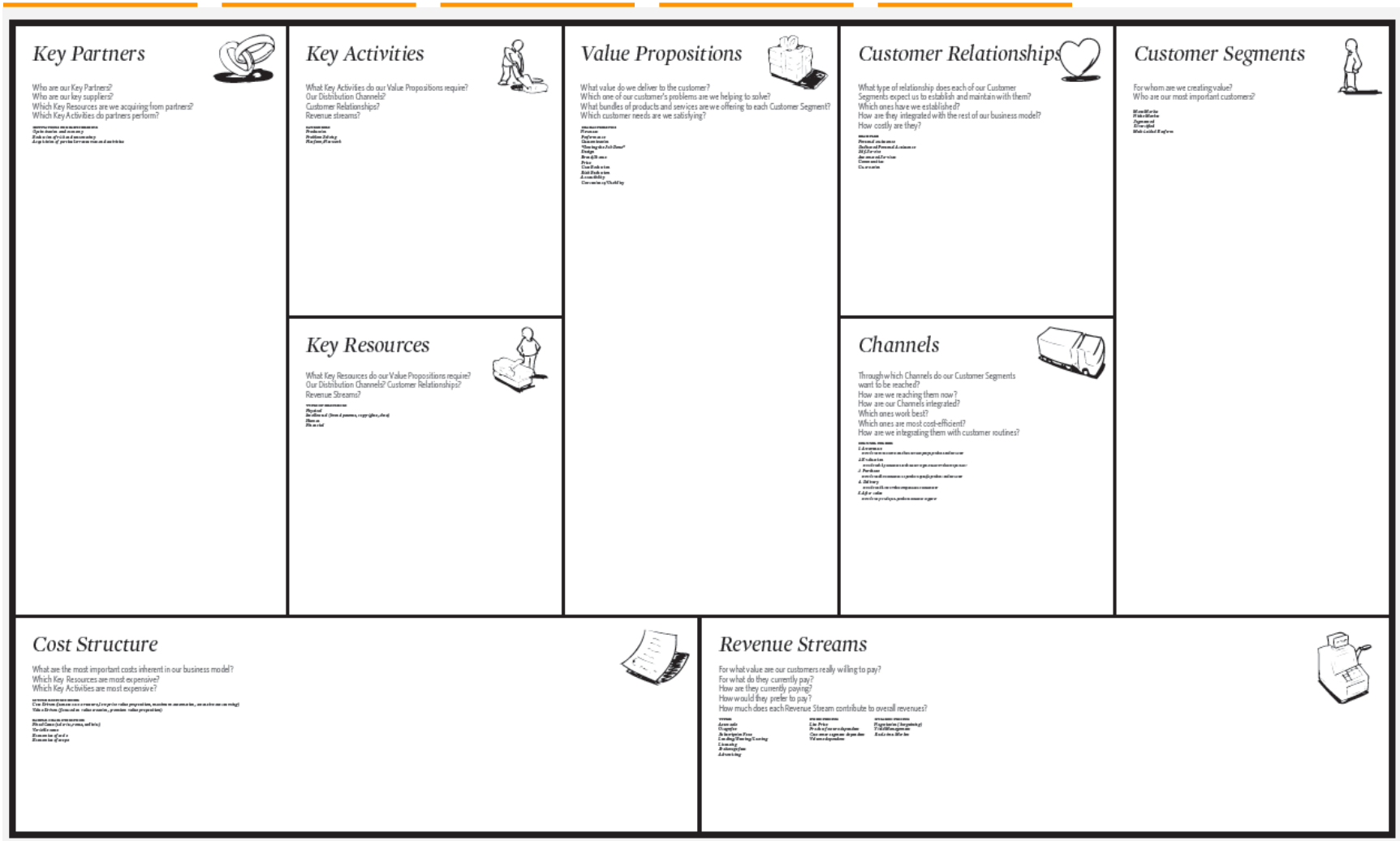
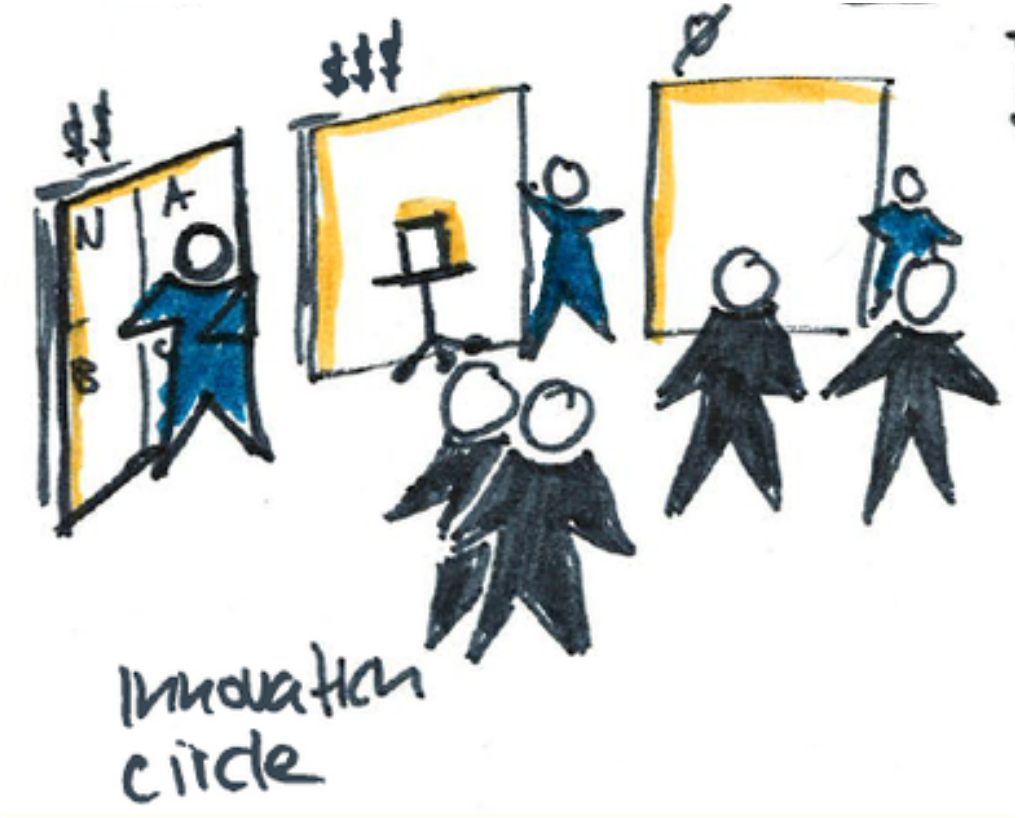


Expert Filter

Innovation Circle



- Idea champions pitch their ideas
- Experts and/or top managers feedback, vote and select promising ideas

Development decision

Speed Creation (M. Pohle, S. Krause 2011)

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Day 1 | Day 2 | Day 3

Actual situation
Starting position
Project order

Business Model
Business drivers
Business canvas

Business case / offering
Cost benefit calculation

Customer process
Interaction design

Requirements
Qualitative, constrains, dependencies

Planning
Perspective, tasks, orders

Group presentation & feedback (Innovation Circle)

Take aways

- Its hard to develop innovative products.
- Customer experience chain drives innovation.
- Ideas are present in a company, but “stars” have to be identified end developed further to the “road”.
- Collaboration is key in the process.
- Innovation management can be lean and agile (not classical X-step school process).