



Corporate innovation: from "theatre" to monetization

"Continuous disruption requires continuous innovation."

Steve Blank

"Since 2000, 52% of the Fortune 200 have been merged, acquired or have gone bankrupt."

CapGemini: The Innovation Game Study (2015)

"You can either set the pace of the market or be the one to react. Whoever is fastest out of the gate is the one everyone else has to react to."

Dave Girouard

Disrupt or be disrupted

The Age of Innovation is both a dire threat to your business and your greatest opportunity ever.

Your business is under attack by leaner, meaner, faster startups with disruptive business models. In multiple industries they have rewritten the rules of the game—and they are just about to do that in yours. Some of them have quickly grown to 1B+ size, and they are here to stay. Even new ones can sway your customers overnight—or team up with your competitor.

On top of this external onslaught, another dire threat is internal ossification: i.e. cultures and structures standing in the way of innovation. In this age if you lose momentum, you don't just lose business, you may lose the whole game.

The vast majority of senior executives say that they take the threat seriously, but achieving real results is extremely difficult and oftentimes goes against the organizational inertia. Therefore, attempts to renew a risk-averse organization often becomes "innovation theatre," a dangerous façade which may give a sense of false security. Without proper strategy, your innovation expenditures simply do not convert into innovation impact.

Innovation is not a buzzword. It's about survival in the 21st Century.

How to master this Age of Innovation?

If taken seriously, getting on top of the innovation game is your ticket to keeping you on the cutting edge and continued prosperity. It should be about developing the capabilities necessary to offset competitors who may have equal or better technologies. Without the proper strategy, your innovation expenditures simply do not convert to innovation impact and lead to disillusionment.

To overcome your multifaceted challenges, your model should have three cornerstone attributes: it should be Continuous, Collaborative and Comprehensive. innomine has developed a unique modular methodology known as 3C to maximize the impact of high-risk, high-speed, high-impact corporate innovation endeavors.

- Open
- Networked
- Ecosystem-focused



- Committed
- Clear
- Culture-driven
- Complex
- Co-funded
- Consequential

- Existing Business: Process Innovation
- New: Business Model Innovation
- The Unknown: Disruptive MVPs

The innomine 3C model

3C innovation is impact-driven. It requires a new mindset and tailored strategies with the following attributes:

Continuous

You should integrate, build, and reconfigure both internal and external competencies to refocus on your rapidly changing business environment. You should simultaneously allocate and segment resources to do incremental process innovation in your existing business, but you should dedicate equal importance and urgency to Business Model Innovation and building Disruptive MVPs.

Collaborative

You should develop effective collaboration strategies with those who would otherwise threaten your business. This time you need to learn their mindset and modus operandi and go beyond the dead end of getting them to do what you already set out to do. Solely internal-facing, R&D-exclusive or superficially executed open innovation efforts may have cut it in the past. They no longer do.

These new forms of innovation—dubbed “Collaborative” or “Synergic”—are practically a wide range and shapes of win/win partnerships between dynamic startups and established corporations such as yours to boost innovation capacity and resources. The most important prerequisites in preparation for that is readiness to open up to a whole new, unknown world and adopt new mindsets, such as increased tolerance of failure.

With this approach you can tap into the creative, innovative power of thousands of enthusiastic entrepreneurs and integrate the best ones into your ecosystem strategy.

Comprehensive

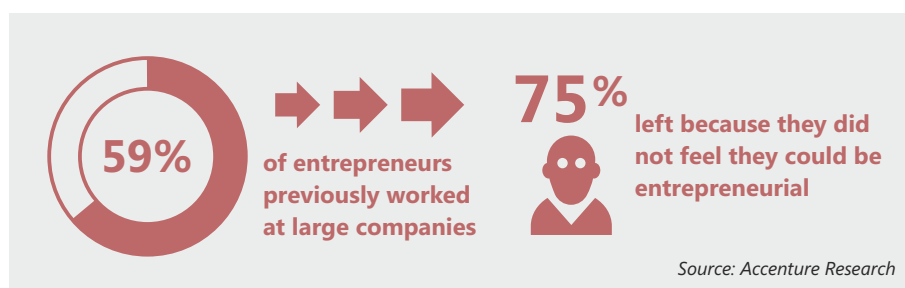
Commit fully, prepare well and invest in people, expertise, partnerships and technology. There are no “quick fixes” and low hanging fruits in the innovation game and it cannot succeed without both broad backing and top-level, hands-on support in your organization. You have to transform your culture, bring new people on board and invest in external partnerships and specialized expertise.

The quality of your unique innovation solution will largely depend on the clarity of your commitment and the quality of your solution providers.

...In the past, the majority of R&D spending was focused in “incremental innovations” and only 14% on radical innovations.

“Today, the proportion of revenues generated by collaboration with startups/entrepreneurs on innovation already represents a significant nine percent of large companies’ total revenues. In three years this proportion of collaborative revenues is expected to rise to 12 percent; in five years, as collaboration accelerates, that number is expected to more than double, to 20 percent.”

Source: Accenture Open Innovation study, 2015



"79% of executives believed their companies were effectively drawing on innovations from other industries. And 71% said they expected their companies' investment in projects with outside innovation firms to rise in 2015."

Nine Sigma & Harris Open Innovation Survey 2014

We help you win this game

We balance ROI and far-reaching impact

Running from one shiny project to the next one happens way too often and ROI is hard to decipher. We maximize the impact of our recommendations and offer you individualized collaborative solutions, made to measure. We guide you to your unique solution by checking all essential boxes:

- from predefined objectives
- through an elaborate business case
- to have the right internal setup and processes
- supported by an innovation-friendly culture.

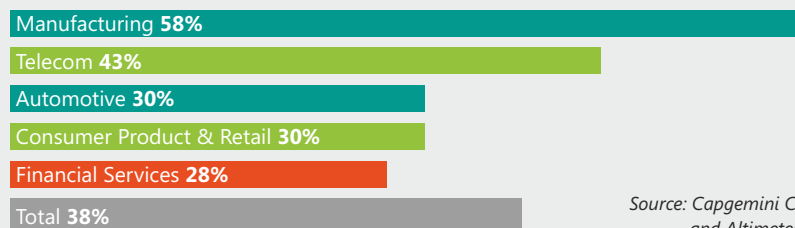
We see through all that glitters...

Innovation overused as a buzzword can do tremendous harm—and so do "innovation theatre" type projects with unclear ROI, ownership or long-term strategy.

We co-design your 3Cs innovation strategy with you. From early warnings through scenario building to the fleshing out of actual solutions, we excel at bending complexity to your will.

We find the right vehicles specific to your needs, be they startup competitions, unique collaborations, training and coaching solutions, or the creation of your innovation center at a global innovation nexus....we know them all. Not everybody needs a fully-fledged innovation center, but you can rely us to tell you if you do—and we make it happen

Penetration of Innovation Centers by Sectors



Source: Capgemini Consulting and Altimeter Analysis

FIN, FMCG LOW, F200 AVERAGE 38%

Transatlantic value: we give you the best of both worlds

Although there have been some encouraging trends recently, Europe and the US are underutilizing their joint innovation potential. Setting up shop in Silicon Valley is unbeatable in many aspects, but leading to that you need to build up transatlantic value chains and a network of experts who can be outposts and advisors on the ground. We put all these assets at your fingertips so that you could learn from the world's best and have a constant inflow of cutting edge information that is vital to your transformation.

So what does an innomine 3C project look like?

Discovery

- Challenge assessment
- Diagnostics
- Scoping
- Benchmarking
- **Deliverable: Solution outline based on transatlantic best practices**

Reconnaissance

- Fully customized workshop in Silicon Valley
- Learn from best experts & practices on-site
- Validation and/or Pivot
- **Deliverable: A team prepared, fine-tuned strategy**

Tune-up

- Matching up partners (startups, programs) from transatlantic ecosystem
- Matching up innovation funding sources
- Co-designed strategy and action plan
- **Deliverable: Custom 3C innovation program ready to launch**

Implementation

- Negotiating terms, seal deals
- Orchestrating partnership onboarding
- Project assessment study
- **Deliverable: Monetized innovation program: reap the rewards**

We are trusted transatlantic innovation advisors

- We are your trusted transatlantic innovation advisors with a solid track record. Our team of 20+ specialist consultants work through value chains across the Atlantic as well as within the EU and the US. We give you the best of both worlds.
- We have vast expertise working for Fortune 100 corporations like Microsoft and Telefonica, or for corporate associations such as Digital Europe. Every case as well as any solution is unique, but we have seen many.
- We have boots on the ground and we can be your eyes, ears and extended arm. We are embedded in Silicon Valley, networked in Brussels, present in other European capitals.
- We expose you the most cutting-edge knowledge and give you access to the best industry experts and institutions. We are linked with top-notch innovation hubs across the Atlantic and we can handpick your ideal future partners from an exclusive pool of 4000+ pre-validated startups so that you can monetize the breakthrough innovation power of thousands of enthusiastic entrepreneurs.
- We are systemic thinkers and the impact of our solutions is our topmost priority. We are recognized for our expertise in 360° innovation project funding and management. Your investments will go a long way when assisted by public funds. We are specialists in Horizon2020, the world's biggest innovation public fund and with us you tap into a combined \$480B of grants available to reach your innovation goals.



We would be delighted to advise you

Bay Area - Brussels - Budapest - Barcelona... and many other EU innovation hotspots

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