



*Innovation is the essence of the sustained success of a business.*

*Those who evolve over time tend to be the best.*

*However, if not properly organized, innovation projects can lead to failure, loss and frustration.*



## Why innovate?

- **Globalization, technological & knowledge** revolutions
- Explore **new business** opportunities, expand existing ones
- Develop **new & better products & services**
- **Improve** processes, optimize costs, increase margins, **make work more fun!**
- Improve **Customer Experience**, make Your Customers happy and increase revenue
- Become a **great competitive Employer**

## What's a good basis to Innovate?

- **Positive & Courageous Culture**, making mistakes is allowed, learning from them too
- **Agile** mindset & **outside-in/inside-out** strategy & **zero to one** approach
- Smart **Innovation Process & Exploit-** and **Explore-Structure**
- Awareness & Knowledge about **Trends and Technologies** within the industry
- Using **cooperation methods** like Socratic

## Challenges



### Strategic

- Unclear **Goal** Setting
- **Economic** factors
- **Monitoring & maintain**



### Commercial & Legal

- **Terms & conditions**
- **Intellectual** property right
- **Laws & Regulations**
- **Purchasing & Procurement**



### Cultural

- **Impatient** leadership & **lack** of commitment or participation
- **Change Resistance** and worries



### Operational & structural

- Unclear **Processes & responsibilities**
- Suitable **communication & collaboration**
- Evolving **technology & trends**
- Replacement of **Legacy systems**

## How we contribute

- Own **EPFL** Innovation Lab
- All necessary roles from a single source, such as **innovation manager, analysts** or **business developers**
- **Practical tips** within the challenges fields
- Involvement of experts for the advising on matching **technologies** and **products**
- Deliver innovation **knowledge & methods** as well as innovation **approaches & frameworks**
- Support **innovation mindset** by providing **creativity techniques**
- Inclusion of a **Trend & Technology Radar** that gives a **cross-industry & panoramic view** of trends in your business environment



### Skilled



### Down-to-earth



### Versatile



### At the forefront



### Polyglot

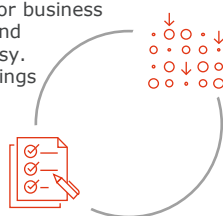


### Flexible

## Why does it matter?

In a permanently changing world, innovation has become a top priority for business leaders. Finding out what and **how to innovate** is not easy. Innovation management brings clarity and a clear basis for the decision-making process.

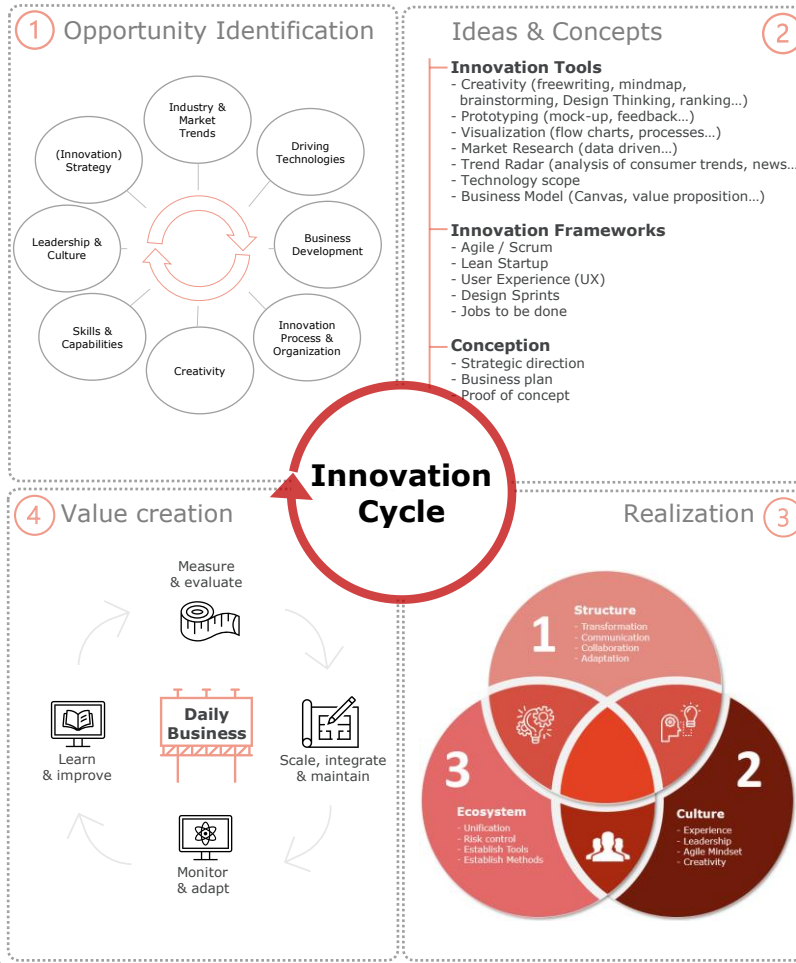
Leveraging the collective considerations and **Ideas** of your **collaborators** and stakeholders allows you to identify, develop and implement the most valuable **innovation** for your organization.



## Technologies drive Innovation

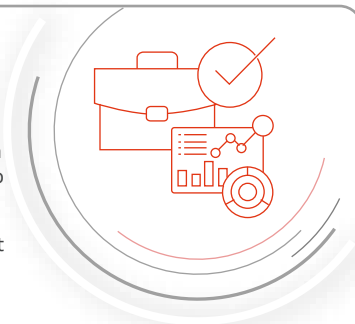
**IoT, AI, AR/VR**, just to name a few, have the **potential** to transform your business. Take advantage of the **opportunities** that new technologies offer. We have the **Technology Experts** who are strong in **analyzing** business opportunities but also in the **conception** and in **realization** of projects.

## Approach



## Deliverables

- **Coaching creative methods** and support to successfully develop and realize **innovation objectives**.
- **Market research analysis** to provide a basis for **decision making** in relation to your industry or business area.
- **Use cases** with **new technologies** that positively impacts the value chain of your **business model**
- **Design thinking, business model design, Value stream management** or **business case development** methods to validate innovation ideas.
- **Project management techniques** like design sprint and scaled startup to organize and structure the **creative process** to develop a **prototype** or **MVP** (Minimal viable Product) in a given timeframe and budget range.
- **Implement** an appropriate and applicable **Innovation Process**, including training, an ongoing review and a **continuous** improvement cycle.



Technologies enable innovations and drive them forward. Knowledge of technological potential and relevant trends create a competitive advantage. Some key elements regarding the benefits of focus on innovation management:



- **Time to market** organization
- **Modern culture & values**
- **Creative & collaborative** work environment
- **Efficient value creation** ecosystem
- **Innovative & adaptive** corporate portfolio
- **Awareness** about **technology & trends**
- **Smarter** decision making
- **Increased** customer satisfaction
- **Improved brand recognition & value**
- **Increased competitiveness & market share**

## Customer Project examples

### Selmoni Selmoni

#### Digital & IT-Strategy

We were able to bring clarity to the multifaceted and complex processes and plans. The future investments in digital technologies were defined and structured and the measures to enable IT were determined.



#### Customer Centric Analytics Strategy

In collaboration with their marketing department, we are currently developing a customer centric analytics strategy. The goal is to improve their marketing analytics capabilities and generate an End-to-End customer journey by combining CRM and Digital Marketing technologies.



#### E-channel Strategy for Customer Touchpoints

Based on new trends and technologies, we have developed an e-channel strategy for the customer contact points and defined a project portfolio for its execution.



#### IT- & Data Strategy

The IT and data strategy was the basis for the introduction of a central document archive and the foundation for the implementation of the intranet in 8 languages and 12 countries as well as the fundament for the digital processes.



**Marius Kaufmann**  
Senior Consultant

[marius.kaufmann@elca.ch](mailto:marius.kaufmann@elca.ch)

Tel 079 308 80 10