



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

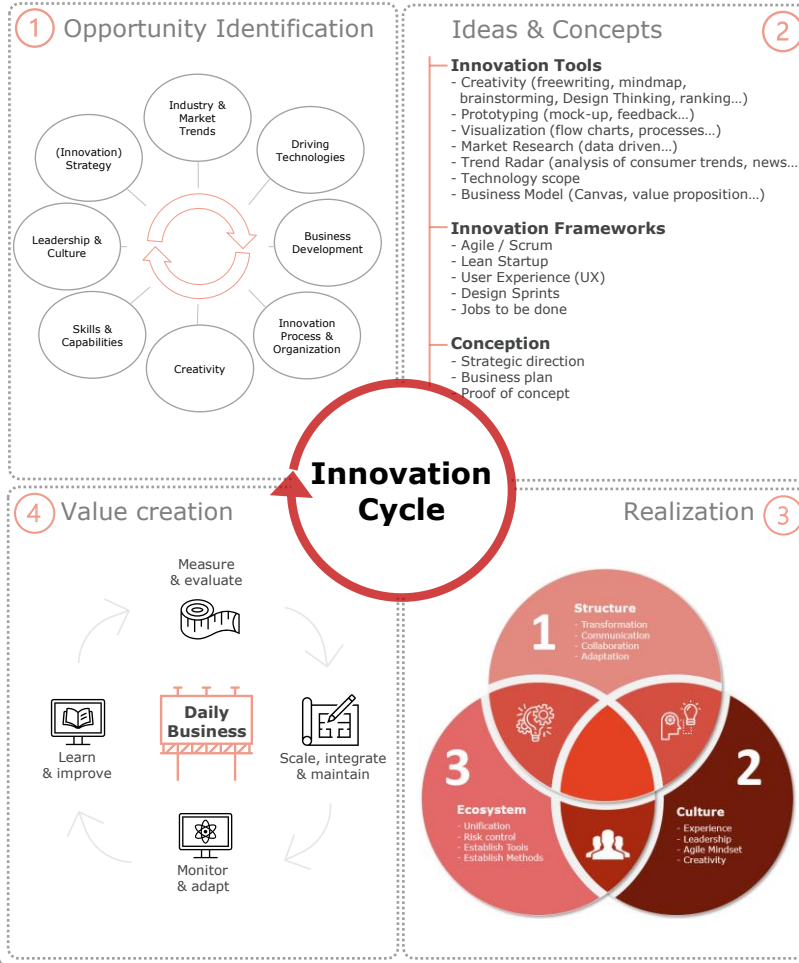
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| <p>Strategic</p> <ul style="list-style-type: none"> - Unclear Goal Setting - Economic factors - Monitoring & maintain | <p>Cultural</p> <ul style="list-style-type: none"> - Impatient leadership & lack of commitment or participation - Change Resistance and worries |
| <p>Commercial & Legal</p> <ul style="list-style-type: none"> - Terms & conditions - Intellectual property right - Laws & Regulations - Purchasing & Procurement | <p>Operational & structural</p> <ul style="list-style-type: none"> - 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**

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:



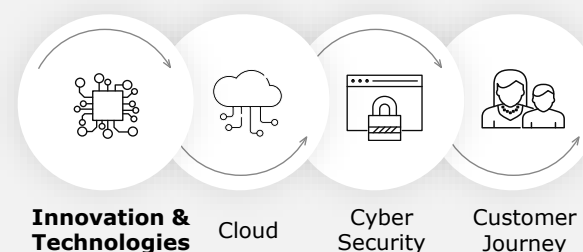
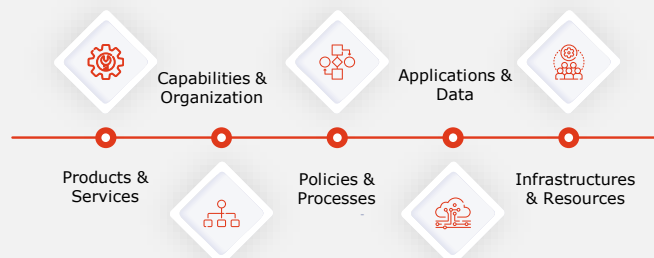
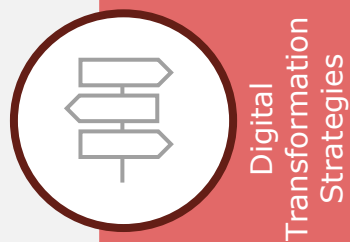
Why does it matter?

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.



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