INNOVATION & TECHNOLOGY

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

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

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
1. Opportunity Identification
2. Ideas & Concepts
3. Value creation
4. Realization

Ideas & Concepts
- Innovation Tools
- Creativity (freewriting, mindmap, Design Thinking, user journey, prototyping)
- Knowledge (market research, data)
- Visualization (flow charts, processes...)
- Market Research (data driven...)
- Trend Radar (analysis of consumer trends, news...)
- Technology scope
- Business Model (Canvas, value proposition...)

Value creation
- Measure & Evaluate
- Learn & Improve

Realization
- Structure
- Process

Benefits
- 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

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

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.

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