

IDEATION
VALIDATION
SCALE-UP
EXPLORATION
DISCOVERY
**EXTERNAL
VALIDATION**
**INTERNAL
VALIDATION**
LAUNCH
ACCELERATE

Exploration within strategic innovation themes

Discovery of innovation opportunities

Validation of innovation opportunity with customers

Validation of the business model viability

Launch of the innovation in the market

Turn on the growth engines to scale the innovation

- » Supporting the theme
- » Does it fit with us?
- » Do we have the resources?

- » Clearly identified customer needs
- » Relevant 'problem worth solving'
- » Viability of solution options

- » # of MVSs launched
- » # of pivots performed
- » Problem-Solution fit
- » Solution-Market fit

- » Proven feasibility of the business model
- » Positive financial business case

- » Proof of traction in the market
- » Conversion rate
- » Cohort analysis performance

- » Revenue parameters (ARR/MRR)
- » Return on marketing spend
- » Customer lifetime value

- » Long list of innovation ideas
- » Pitch or rationale for pursuing an idea

- » Personas to target
- » Problem statements
- » Opportunity assessment

- » MVSs
- » Proof of desirability and viability
- » Pivots identified

- » Business model canvas
- » Proof of feasibility
- » Market launch planning

- » Cohort analysis
- » Early assessment of acquisition costs
- » Scale up planning

- » Business score card
- » Hand-over plan
- » Growth strategy canvas

DELIVERABLES
to be produced