

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