

REALIZING GROWTH WITH INNOVATION

INTRODUCING THE CORPORATE
INNOVATION PLAYBOOK

AMSTERDAM, FEBRUARY 2021



THE FIRST IN A SERIES OF FOUR

WEBINAR ONE // FEBRUARY 11

INTRODUCTION TO THE PLAYBOOK → Close to 1.000 downloads!

WEBINAR TWO // MARCH 11

IDEATING EFFECTIVELY

WEBINAR THREE // APRIL 8

VALIDATING EFFECTIVELY

WEBINAR FOUR // MAY 20

SCALE TO SUCCESS



IN TODAY'S WEBINAR

1

**HAVE YOU
COVERED THE
INNOVATION
FUNDAMENTALS
IN YOUR
ORGANIZATION?**

2

**HAVE YOU
TACKLED THE
MAIN INNOVATION
CHALLENGES?**

3

**HOW DOES THAT
WORK IN REAL
LIFE?**



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

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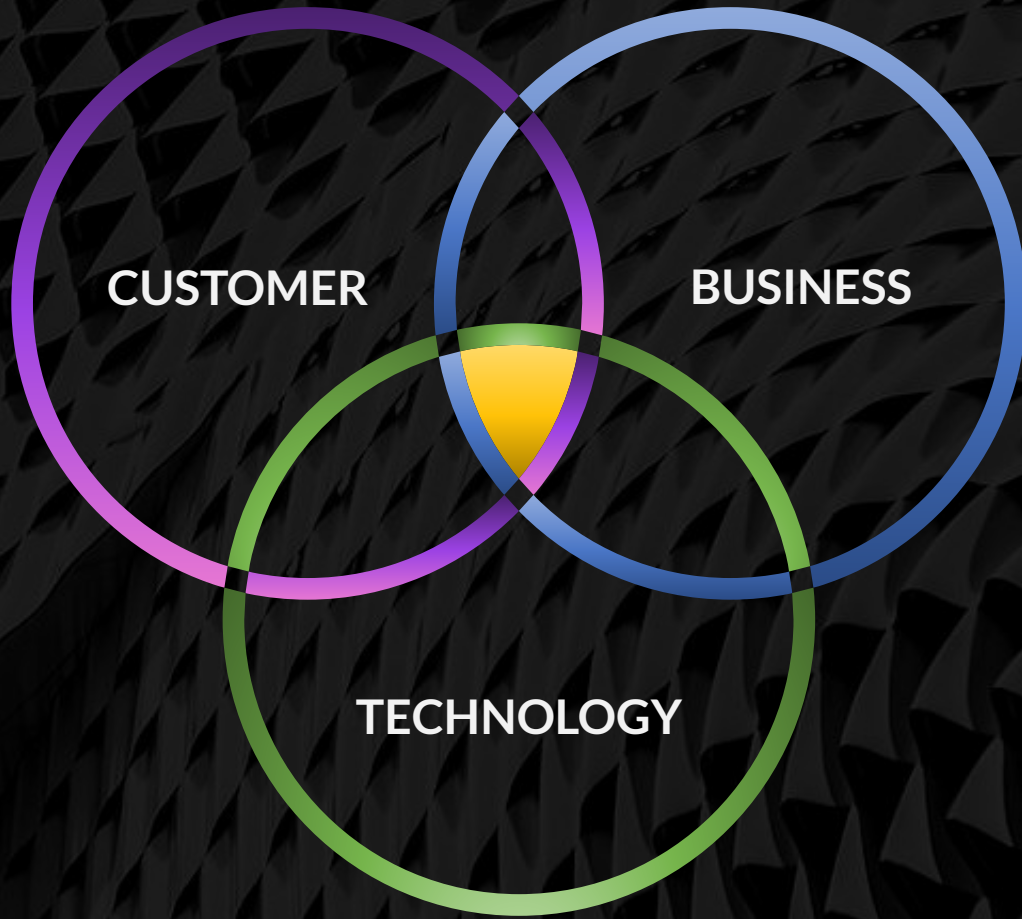
WEBINAR INNOVATION PLAYBOOK

YOUR QUESTIONS IN THE CHAT, PLEASE!

WHY ARE YOU HERE?



WEBINAR INNOVATION PLAYBOOK



 **SUSTAINABLE
INNOVATION**



WHEN WE TALK ABOUT INNOVATION, WE MEAN THIS



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WHY SHOULD WE CARE ABOUT INNOVATION?



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FLIGHTLESS BIRD

FOUND IN

16TH CENTURY

IN

MAURITIUS



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DISRUPTED BY HUMANS



PRESENTED THEMSELVES AS
SELF-DELIVERING
KFC BUCKETS



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DON'T BECOME THE DODO

SERIOUSLY ...



INNOVATION IS WHAT SEPARATES THE DISRUPTORS FROM THE DISRUPTED



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RETAIN RELEVANCE FOR CUSTOMERS



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AUDIO.

TELECOM.

cool
blue

WITGOED.

TV'S.

Canon

SAMSUNG

SIEMENS

htc

BUILD RESILIENT BUSINESSES

FIETS.
Fieiw.

cool
blue

Voor 23.59 uur besteld, morgen gratis thuisbezorgd!



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COVID-19 IS A GREAT ACCELERATOR



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INNOVATION IS NO ROCKET SCIENCE ...



IF YOU KNOW HOW!

REVELX
INNOVATION
READINESS
BENCHMARK



THERE IS WORK TO BE DONE ...

65%

ESTIMATES THE
DISRUPTION RISK
AS 7 OR HIGHER

YET ONLY 25%

RATES THEIR OWN
INNOVATION
PERFORMANCE
AS GOOD

AND 47%

DOES **NOT** HAVE A
WELL DEFINED
INNOVATION
STRATEGY

SOURCE: REVELX INNOVATION READINESS BENCHMARK, n = 223



WHY CORPORATE INNOVATION FAILS

1

INNOVATION
THEATER

3

NOT INVENTED
HERE

5

LACK OF DATA
CULTURE

2

STRATEGY
DISCONNECT

4

LOW RISK APPETITE &
FAILURE ACCEPTANCE



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GET YOUR FUNDEMANNTALS IN PLACE

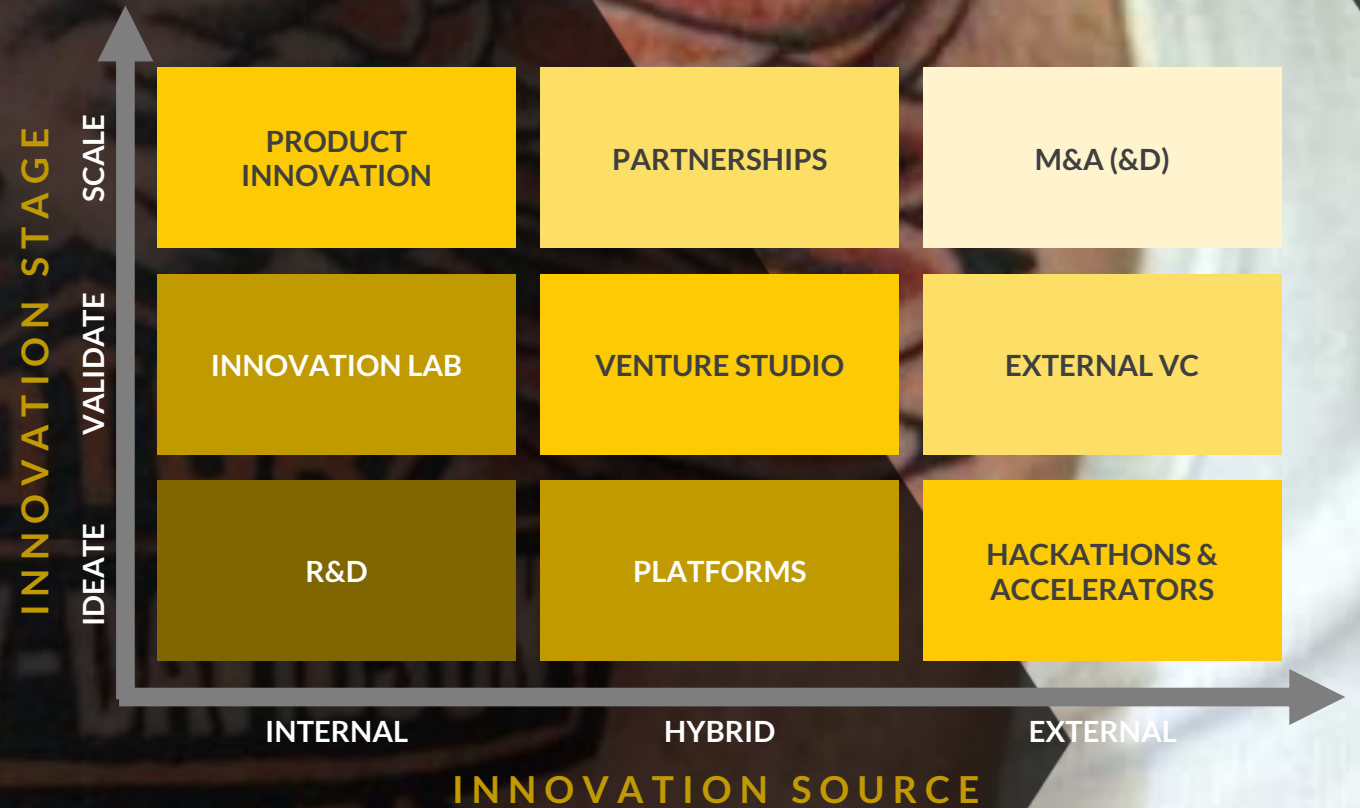


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DEVELOP AN INNOVATION STRATEGY TO OVERCOME STRATEGY DISCONNECT



COMMIT TO INNOVATION AND STOP PLAYING GAMES



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DEMOCRATIZE INNOVATION

BY INVOLVING AND
EMPOWERING
INNOVATORS



DE-RISK INNOVATION

BY ADOPTING METERED
FUNDING AND SPENDING
PRINCIPLES



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RULE WITH DATA AND FACTS

DRIVE OUT
THE HIPPOS



THE 3 INNOVATION CHALLENGES

THE IDEATION CHALLENGE

- » Spotting and creating innovation opportunities
- » Balancing the long- and short-term perspective
- » Selecting the most promising innovations

THE VALIDATION CHALLENGE

- » Assessing the true potential of new ideas
- » Avoiding unjustified investments in bad ideas or hobby horses
- » Beating the competition on time-to-market

THE SCALE UP CHALLENGE

- » Turning on the right growth engines
- » Creating the right conditions for growth
- » Balancing management of core business and innovations





THE PLAYBOOK COVERS THESE IN MORE DETAIL



REINVENTING THE HVAC INDUSTRY

BDR THERMEA GROUP



- » 1920 | Apeldoorn, Van Reekums Metaalhandel
- » Remeha
- » 2009 | Baxi, DeDietrich, Remeha
- » Over 6,000 employees
- » 70 countries
- » €2 billion turnover



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SHAKE UP OF THE INDUSTRY

LEADING TO THE
KEY QUESTION:

HOW TO STAY RELEVANT?

nest

Learning Thermostat
Programs itself
Saves energy





DISRUPTR GAME WITH GLOBAL TOP 20

**PRODUCT /
TECHNOLOGY LEAD**



**CUSTOMER /
CONSUMER DRIVEN**

PURE HARDWARE



SOFTWARE



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THE IDEATION
CHALLENGE

THE
VALIDATION
CHALLENGE

THE
SCALE UP
CHALLENGE

CLIMATE AS A SERVICE PROPOSITION

SUSTAINABILITY

PROFITABILITY

FINANCING

MULTIPLE SERVICE ORGANIZATIONS

FIVE PARTNERS / FIVE PROCESSES

B-2-B / B-2-C

NEW BUILT / RENOVATION

WHICH PIVOTS
TO MAKE?



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THE IDEATION
CHALLENGE

THE
VALIDATION
CHALLENGE

THE
SCALE UP
CHALLENGE

KLIMAAT@HOME

SUSTAINABILITY

PROFITABILITY

FINANCING

ONE SERVICE ORGANIZATION

FIVE PARTNERS / **ONE** PROCESS

FOCUS ON **B-2-B-2-C**

NEW BUILT FIRST

Contact met Klimaat@home



WEBINAR INNOVATION PLAYBOOK

YOU NEED A CORPORATE INNOVATION WORKFLOW

SPOILER ALERT:
THE INNOVATION READINESS BENCHMARK SHOW
MANY ORGANIZATIONS DON'T HAVE THIS



FOUR CORE INNOVATION METHODOLOGIES

THE IDEATION
CHALLENGE

THE VALIDATION
CHALLENGE

THE SCALE UP
CHALLENGE

**DESIGN
THINKING**

**LEAN
STARTUP**

**AGILE
SCRUM**

**GO TO
MARKET**



DESIGN THINKING A HUMAN CENTERED APPROACH TO INNOVATION

Design thinking is all about understanding real customer problems and designing or building prototype solutions to those problems.



LEAN STARTUP: ACCELERATED VALIDATION OF IDEAS

Lean startup is all about taking your solution as early as possible to market (as a Minimum Viable Product), collect customer feedback, learn and improve.



AGILE SCRUM: SPRINTS THAT DRIVE FAST AND DATA DRIVEN IMPROVEMENTS

Scrum is an agile framework for developing, delivering, and sustaining products and services through daily, flexible work planning and iterative sprints.



GO TO MARKET: METHODICAL APPROACH FROM LAUNCH TO SCALE

Go-to-market is about the design and execution of a tactical plan that specifies how a you will reach your target customers, deliver the product/service and scale for growth



THE PLAYBOOK



HELPFUL RESOURCES

1



**GET DARE:
OUR BOOK ON
CORPORATE
INNOVATION**

<https://www.revelx.co/dare/>

2



**TAKE PART IN
THE INNOVATION
READINESS
BENCHMARK**

<https://www.revelx.co/innovation-readiness-benchmark/>

3



**DOWNLOAD OUR
CORPORATE
INNOVATION
PLAYBOOK**

<https://www.revelx.co/corporate-innovation-playbook/>

4



**VISIT OUR GROWTH
WAREHOUSE FOR
MORE TOOLS AND
INSPIRATION**

<https://www.revelx.co/canvases/>

5



BOOK A FREE 30-MINUTE CONSULTATION WITH US





**THANK
YOU!**

