MAKING SENSE OF A IN THE INNOVATION PROCESS

WEBINAR – SEPTEMBER 14TH 2023



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HOSTED BY MATTHUS ROSMAN ERIC DE GROOT



FOLLOW UP TO OUR PLAYBOOK SERIES



- » INNOVATION PLAYBOOK (UPDATED)
- » INNOVATION STRATEGY PLAYBOOK (UPDATED)
- » INNOVATION PORTFOLIO MANAGEMENT PLAYBOOK (UPDATED)
- » CORPORATE VENTURING PLAYBOOK



INNOVATION SPECIALISTS AND CREATIVE STRATEGISTS

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IN TODAY'S WEBINAR

The rise and Impact of Al

1

The role of AI in the innovation process

2

Practical use of AI tools

3

Considerations when using AI



ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) is the capability of computer systems to perform human-like tasks, such as recognizing speech, understanding natural language, identifying images, making decisions, and learning from experiences.

- ChatGPT

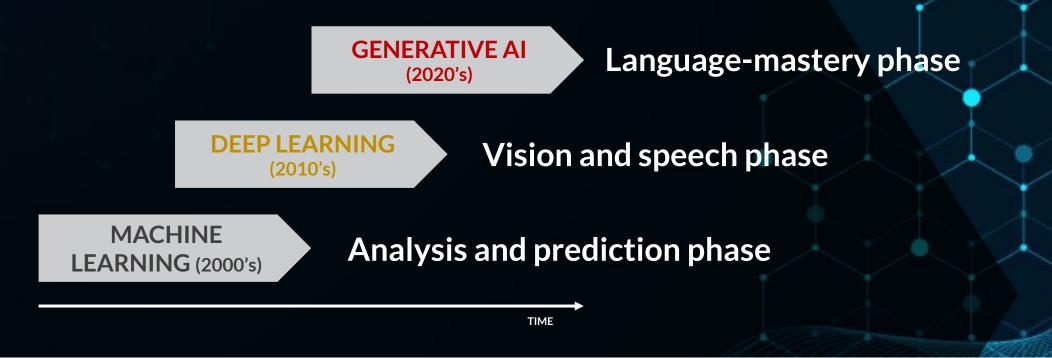


WHY SHOULD YOU BE LOOKING AT AI?

- » Enhance insights
- » Boost efficiency and productivity
- » Drive customer-centric innovation
- » Increase creativity
- » Make data driven decisions
- » Enable iterative testing



MILESTONES IN THE JOURNEY OF AI



DIFFERENT GENERATIVE OUTPUTS





Image generation

Text-to-image

DALL-E, Stable Diffusion, Photoshop Video generation Text-to-video Synthesia, Al studios



Text generation

Text-to-text

ChatGPT, Jasper



Audio generation

Text-to-audio

OpenAl Jukebox



TODAY'S FOCUS: AI'S ROLE IN BUSINESS PROCESSES



AI IS ALREADY HERE











REVISIT THE INNOVATION PROCESS

CONTEXTUALIZE		IDEATION		VALIDATION		SCALE-UP	
STRATEGY DEFINITION	INNOVATION THEMES	EXPLORATION	DISCOVERY	EXTERNAL VALIDATION	INTERNAL VALIDATION	BUILD & LAUNCH	ACCELERATE
Define strategy context of the organization	Define relevant innovation themes for the organization	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



DISRUPTED OR EMPOWERED?



HOW IS AI TRANSFORMING THE INNOVATION PROCESS?



USING AI AS A CO-PILOTIN YOUR INNOVATION PROCESS



text=S{text}

SPORTS HEADPHONES

- » R&D, production & marketing of Philips audio branded products
- » Extremely competitive market
- » Driven by consumer desires for advanced and innovative technologies
- » Everyday athletes & runners



CONTEXTUALIZE	IDEATION		SCALE-UP	
STRATEGY INNOVATION DEFINITION THEMES	EXPLORATION DISCOVERY	EXTERNAL INTERNAL VALIDATION VALIDATION	BUILD & LAUNCH ACCELERATE	

CONTEXTUALIZE

Al tools can support you with:

- » Spotting key trends
- » Developing future scenarios
- » Collecting market data
- » Identifying key players

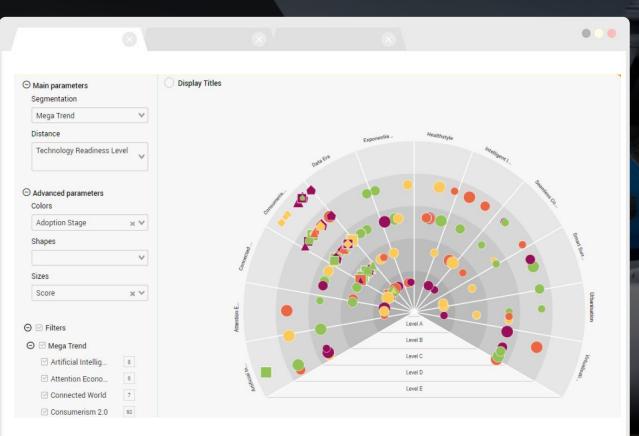






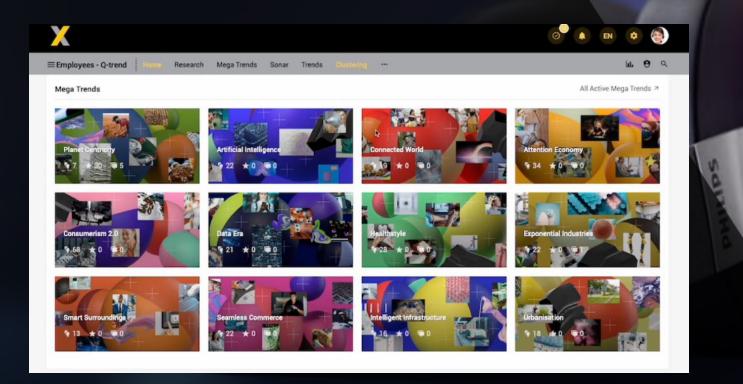
Qmarkets

- » End-to-end innovation management software
- » Al driven research
- » Continuous trend watching and scouting





ANALYZE RELEVANT MARKET TRENDS



CONTEXT IDEATE VALIDATE SCALE-UP



CONTEXT IDEATE VALIDATE SCALE-UP

AI-ASSISTED CONTEXTUALIZATION

- » Analyze relevant market trends
- » Help to better understand where opportunities lie
- » Identify future disruptive drivers that will impact your organization
- » Build your innovation strategy based on the latest trends

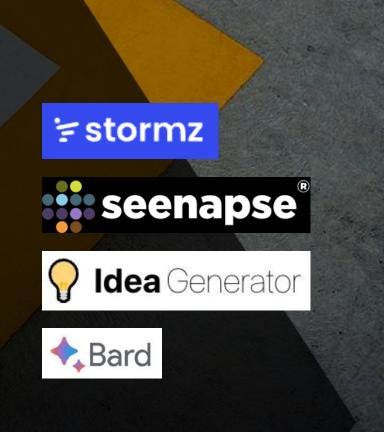


IDEATION

AI tools can support you with:

- » Brainstorming
- » Creative, lateral thinking
- » Building a comprehensive set of divergent ideas
- » Design and train personas and persona panels









DIVERGE AND CONVERGE

+100ide25

18	Innovation i	deas / Sport Headphones for Everyday Runners	s and Athletes	
	built-in heart rate monitor to track performance during workouts.	headphones that can be adjusted to fit different ear shapes and sizes.	noise cancellation technology to block out external distractions and enhance focus during workouts.	
	Integrate bone conduction technology into sport headphones for improved situational awareness while exercising.	Design sport headphones with built-in GPS tracking for accurate distance and route monitoring during outdoor activities.	Create sport headphones with detachable earbuds that can be used as standalone Bluetooth speakers for post-workout relaxation.	
	Create sport headphones with biometric sensors to monitor hydration levels and provide personalized hydration recommendations.	Design sport headphones with integrated virtual reality technology for immersive workout experiences.	Develop sport headphones with solar panels for self-charging during outdoor activities.	

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Sure, here are the 5 groups of ideas and their titles:

Group 1: Marketing and partnerships

5 clusters

- Brand partnerships: Partner with other brands to reach a wider audience and offer more value to customers. This could include
 partnerships with sports brands, music streaming services, or fitness apps.
- Applications: Develop applications that make use of the GO technology to provide new and innovative experiences for users. This could include applications for health monitoring, fitness tracking, or music playback.
- Events: Host events and experiences that showcase the GO technology and its benefits. This could include running races, concerts, or festivals.
- Ambassadors: Partner with athletes or other influencers to promote the GO technology to their followers.
- Content: Create content that educates and engages users about the GO technology. This could include blog posts, videos, or social media posts.

Group 2: Product development

• Sustainability: Make the GO technology more sustainable by using recycled materials or reducing its environmental impact.

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CONTEXT IDEATE VALIDATE SCALE-UP

AI-ASSISTED IDEATION

- » Generate >100 innovation ideas
- » Bring new perspectives
- » Helps to narrow down your results
- » Automatically create summaries



CONTEXTUALIZE	IDEATION	VALIDATION	SCALE-UP	
STRATEGY INNOVATIO DEFINITION THEMES	N EXPLORATION DISCOVERY	EXTERNAL INTERNAL VALIDATION VALIDATION	BUILD & LAUNCH ACCELERATE	

VALIDATION

Al tools can support you with:

- » Developing mockups
- » Building personas
- » Identifying risks
- » Defining hypotheses
- » Finding data to validate your hypotheses







VISUALIZE PRODUCT DESIGNS

S DALL'E History Collections	(Beta) < Text to image
Edit the detailed description Surprise me	Upload →I
Create a mock-up of a new product within the Sport Headphones category with bone conducting technology that keep you entertained and safe while running in	Generate
	Create a mock-up of a new pro-





duct within the Sport Headphones category with bone conducting technology that keep you ing in traffic and which keep your sport headphones in place during the exercise

Clear styles 🛛 🛐 Photo 🗙 🛐 Product photo 🗴 🛛 🛐 Studio lighting 🗙

Refresh

Tool: DALL-E, Adobe firefly





PERSONA DEVELOPMENT

Prompt >>

"Create three user personas of a runner / athlete who is using sport headphones during running exercises"



Sport Headphones

1. Persona: Urban Usher

- Demographics: 35-year-old, Male, IT Consultant, based in San Francisco, California.

- Behavioral Traits: Enjoys evening runs after work, participates in city marathons, health-conscious, resistant to change unless persuaded by evident benefits.
- Tech Usage: Proficient but not tech-savvy; uses basic running apps and features, prefers simple and convenient technology.
- Pains: Forgetful type who often leaves his headphones behind, struggles with sport headphones falling out on runs, dislikes complicated tech features.

Goals: Improve his endurance and overall health, find reliable and comfortable sport headphones that can endure the rigors of daily use.
Brand Preference: Prioritizes functionality over brand name, prefers cost-effective and durable products.

2. Persona: College Claire

- Demographics: 21-year-old, Female, College Student, based in Boston, Massachusetts.

- Behavioral Traits: Part of her university's track team, highly disciplined, driven by personal goals and progress, prefers morning runs.
- Tech Usage: A digital native; adept at using technology, stays connected on multiple social media platforms, uses advanced running apps.
- Pains: Limited budget, needs durable headphones that can withstand intense training, wants better sound quality for motivational music.

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PRESENT THE PERSONAS

Urban Usher, 35 IT Consultant

- Enjoys evening runs after work
 Participates in city marathons
- 0
- Uses basic running apps and features Prefers simple and convenient technology



Leaves headphones behind, struggles with sport headphones falling out



Find reliable and comfortable headphones that can endure rigors daily use

College Clair, 21 Student

- Part of her university's track team prefers morning runs
- A digital native, uses advanced running apps and social media platforms
- Limited budget, wants better sound quality for motivational music
- Beat personal best, find headphones that deliver sound and comfort

Marathon Mark, 45 Entrepreneur

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- An experienced long-distance runner and triathlete, trains consistently
- Prefers tech solutions help optimize trainings, uses advanced fitness trackers
 - Unhappy about short battery, requires headphones that offer excellent sound isolation
 - Runs in major world marathon events, need headphones with reliable performance and extra features



CONTEXT IDEATE VALIDATE SCALE-UP

AI-ASSISTED VALIDATION

- » Validate your innovation opportunities
- » Time saving on briefing creatives
- » Drive customer centric AI-assisted innovation

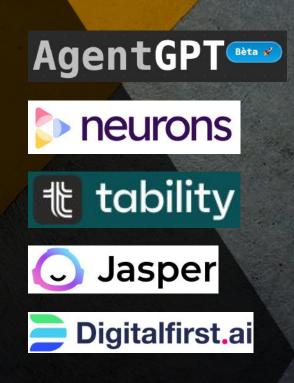


CONTEXTUALIZE	IDEATION		SCALE-UP	
STRATEGY INNOVATION DEFINITION THEMES	EXPLORATION DISCOVERY	EXTERNAL INTERNAL VALIDATION VALIDATION	BUILD & LAUNCH ACCELERATE	

SCALE-UP

AI tools can support you with:

- » Building business models
- » Generating content
- » Building websites
- » Generating conversion focused social media posts
- » Testing brand campaigns by predicting human behavior





CONTEXT IDEATE VALIDATE SCALE-UP

AI GENERATED BUSINESS PLAN

AgentGPT-3.5 (1 / 5 runs)

Wireless Sport Headphones: A Future Proof Business Plan

Introduction

The wireless headphone market has been experiencing significant growth and is projected to continue expanding in the coming years. This presents a significant opportunity for a company that focuses on the development, production, and marketing of wireless sport headphones for everyday runners and athletes.

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Market Analysis

According to market research, the market size for wireless headphones was valued at \$42.7 billion in 2021 and is estimated to reach \$156.5 billion by 2031, growing at a compound annual growth rate (CAGR) of 14.4% from 2022 to 2031 [^1^]. Additionally, the earphone and headphone market as a whole is expected to grow at a CAGR of 9.84% between 2022 and 2027 [^2^]. This indicates a strong demand for audio accessories, including wireless sport headphones.

Market Trends and Preferences

There is a growing preference for wireless devices, including headphones, due to their convenience and ease of use. The increasing use of smart devices has also contributed to the rise in demand for wireless headphones [^5^]. This aligns with the increasing popularity of wireless sport headphones among everyday runners and athletes who seek the freedom of movement during their workouts.

Business Plan

Target Audience

To develop and design wireless sport headphones for everyday runners and athletes, it is essential to define the specific needs and preferences of our target audience. This will guide our design and development process.

Plan Overview

To accomplish this, here's a high-level plan:

- 1. Market Research and User Interviews:
- . Conduct market research to understand the current trends and demands in wireless sport headphones.
- Interview everyday runners and athletes to gather insights into their specific needs and preferences.
 Document the findings and identify common themes and requirements.

2. Design and Prototype:

- Based on the research findings, create initial design concepts for the wireless sport headphones.
- Develop prototypes using rapid prototyping techniques, such as 3D printing, to test the design and gather user feedback.
 Iterate on the design based on user feedback and refine the prototypes.

with your agent...





AI-ASSISTED SCALING UP

- » Conduct market research at a deeper level
- » More time to focus on strategic and creative decisions of the plan



10 GOLDEN RULES IN USING AI

- **1.** Be transparent about the use of AI
- 2. Avaluate AI models for biases
- 3. Safeguard user data and privacy
- 4. Obtain informed consent from users
- **5.** Assign Accountability for AI related decisions

- 6. Maintain human oversight
- 7. Anticipate unintented consequences of Al actions
- 8. Upskill your team with AI knowlegde and skills
- 9. Continuous monitoring on any deviations
- **10.** Collaborate with AI communities to share insights



DON'T BECOME A DODO ...



HELPFUL RESOURCES

2



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INNOVATION READINESS

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THANK YOU!

