



Executive Summary:

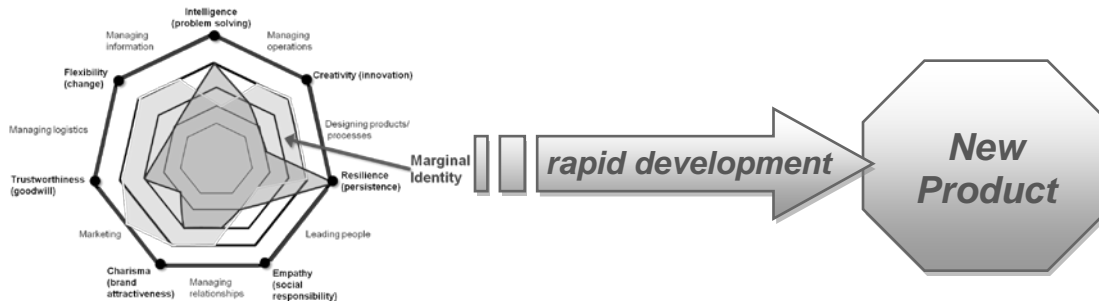
Value Proposition

OFFERING:

- * Developing an **Innovation Identity**[®] of your organization with the goal to
 - discover new opportunities for growth and development of your organization
 - pre-testing disruptive changes without risk
 - identifying the adjacent possible (best innovation opportunities at current point in time)
 - mapping and documenting all options
 - developing concrete ideas within the most promising option fields
- * Rapid prototyping of first ideas
- * Creating an innovation hybrid from your and our organization capable of implementing the ideas
- * Idea implementation and market launch

PROCESS:

- * immersing ourselves into your organization for at least one week (24/7 full time collaboration at your site)
- * using experience sessions to spark organizational creativity at large
- * documenting & mapping existing innovation potential
- * rapid prototyping & implementation



EXPECTED OUTCOME, BENEFIT & IMPACT:

- * New business models, concepts, products & services
 - potential for increased sales/revenues
- * Brand & identity improvement
 - increased customer loyalty & satisfaction
 - stronger baseline sales
- * Rapid business modeling, product prototyping and implementation planning
 - fast innovation with first mover advantage over competitors
- * Innovation Hybrid
 - sustainable innovation network and culture for the whole organization
 - increased speed and flexibilization of organizational innovation processes

COSTS

- * 6.000 € / Thomas Hirschmann / week
- * excluding additional costs/expenses/VAT