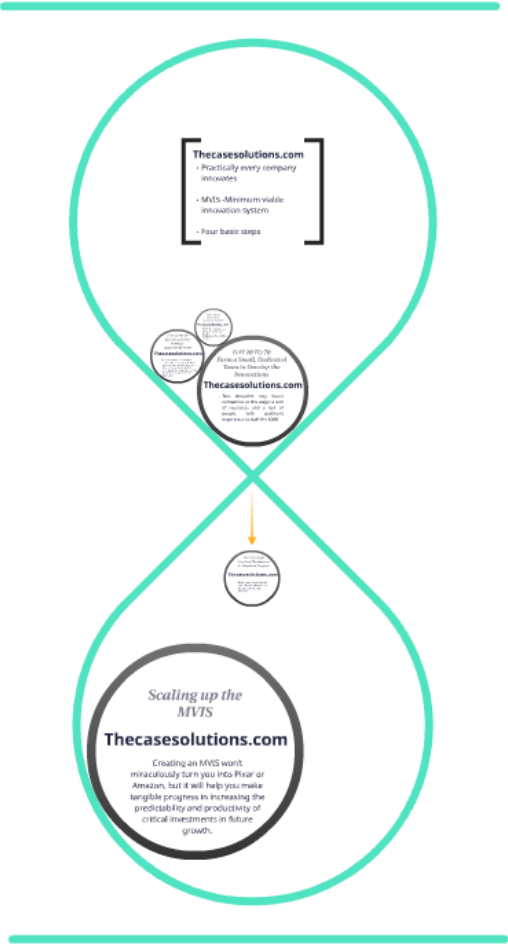


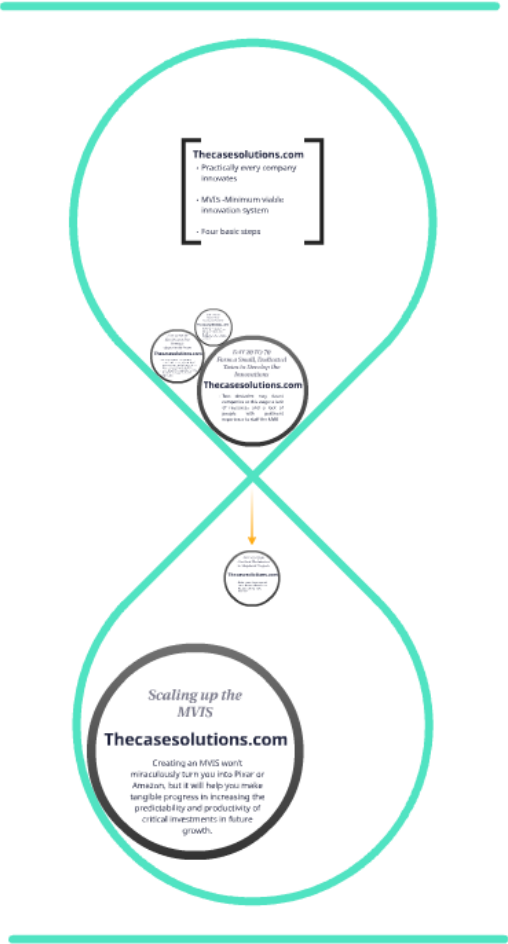
Samsung's European Innovation Team

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Samsung's European Innovation Team

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- Practically every company innovates
- MVIS -Minimum viable innovation system
- Four basic steps

DAY 1 TO 30
Define Your
Innovation Buckets

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- innovations that extend today's business, either by enhancing existing offerings or by improving internal operations.
- innovations that generate new growth by reaching new customer segments or new markets.

DAY 20 TO 50
Zero In on a Few
Strategic
Opportunity Areas

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- We suggest doing three weeks of research, with the aid of a handful of executives you expect will eventually be involved in your innovation efforts.
- Take a close look at new-growth efforts currently bubbling up inside your organization.

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new markets.

DAY 20 TO 70
Form a Small, Dedicated
Team to Develop the
Innovations

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- Two obstacles may daunt companies at this stage: a lack of resources and a lack of people with pertinent experience to staff the MVIS

DAY 45 TO 90
Create a Mechanism
to Shepherd Projects

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- Begin by forming a group of senior leaders who will have the autonomy to make decisions



*Scaling up the
MVIS*

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Creating an MVIS won't miraculously turn you into Pixar or Amazon, but it will help you make tangible progress in increasing the predictability and productivity of critical investments in future growth.

BUILDING A MINIMUM VIABLE INNOVATION SYSTEM
THE FIRST 90 DAYS

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DAY 1-30

DEFINE YOUR INNOVATION BUCKETS

INNOVATION LEADER

DETERMINE GAP BETWEEN GROWTH GOALS AND CURRENT OPERATIONS

TOP LEADERS

DETERMINE BROAD CATEGORIES OF INNOVATION THAT COULD FILL GAP

DAY 20-50

ZERO IN ON A FEW STRATEGIC OPPORTUNITY AREAS

INNOVATION LEADER & INTERNAL ADVISERS

MEET WITH AT LEAST A DOZEN CUSTOMERS TO PROBE UNMET NEEDS

INNOVATION LEADER & TOP LEADERS

HOLD WORKSHOP TO CHOOSE 2-3 OPPORTUNITY AREAS

DAY 20-70

FORM A SMALL TEAM TO DEVELOP INNOVATIONS

INNOVATION LEADER

DEDICATE A HANDFUL OF PEOPLE TO DEVELOPING INNOVATIONS

INNOVATION LEADER, CEO, & CFO

FIND AND ELIMINATE "ZOMBIE" INNOVATION PROJECTS

DEVELOPMENT TEAM & INNOVATION LEADER

DEVELOP PROCESS CHECKLIST

DAY 45-90

CREATE A MECHANISM TO SHEPHERD PROJECTS

INNOVATION LEADER

SELECT AND TRAIN SENIOR LEADERS TO OVERSEE DEVELOPMENT TEAM, AND ESTABLISH OVERSIGHT RULES

SENIOR SHEPHERDS & DEVELOPMENT TEAM

CONDUCT FIRST REVIEW OF FIRST INNOVATION PROJECT

1 10 20 30 40 50 60 70 80 90