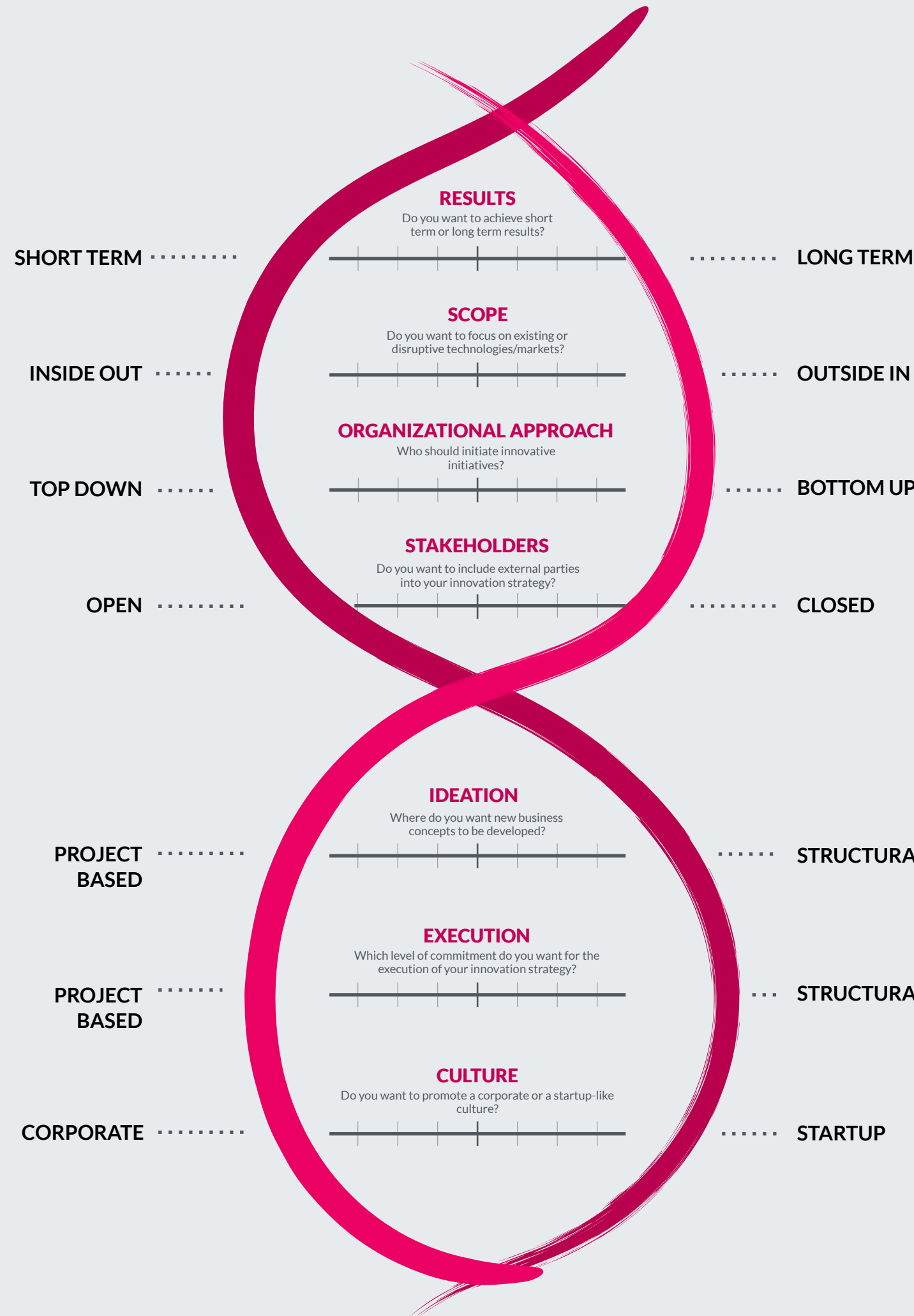


Innovation DNA

Approach	TOPs	What to expect?
<ul style="list-style-type: none"> Focus on quick wins. Close to current offering. 	<ul style="list-style-type: none"> Capitalize on low hanging fruits. 	<ul style="list-style-type: none"> More incremental concepts with quick ROI.
<ul style="list-style-type: none"> Start from existing technologies and customer needs. 	<ul style="list-style-type: none"> Stay close to expertise. Satisfy current customer needs. 	<ul style="list-style-type: none"> More incremental concepts.
<ul style="list-style-type: none"> Start from C-level and roll out across the organization. 	<ul style="list-style-type: none"> Top management commitment. Cross division approach. 	<ul style="list-style-type: none"> Longer process, but higher chance of long term success.
<ul style="list-style-type: none"> Integration of external stakeholders (open innovation/co-creation/...). 	<ul style="list-style-type: none"> External input. Customer validation. 	<ul style="list-style-type: none"> Capture external insights.
<ul style="list-style-type: none"> Focused ideation sessions on selected projects. 	<ul style="list-style-type: none"> Clear scoping on specific division. 	<ul style="list-style-type: none"> Focused set of ideas within project scope.
<ul style="list-style-type: none"> Focused collaborations e.g. hackathons, project accelerators, ... 	<ul style="list-style-type: none"> Focused usage of resources. 	<ul style="list-style-type: none"> Concepts within specific departments?
<ul style="list-style-type: none"> Planning & structure focussed. Shareholder focussed. 	<ul style="list-style-type: none"> Effective in 'scale' phase. Clear company fit. Strong scalability. 	<ul style="list-style-type: none"> Good for incremental innovations. Strong business focus.



Approach	TOPs	What to expect?
<ul style="list-style-type: none"> Focus on longer strategic opportunities. Broad exploration of value proposition. 	<ul style="list-style-type: none"> Ensure long term existence. 	<ul style="list-style-type: none"> More radical concepts with longer term ROI.
<ul style="list-style-type: none"> Start from future market trends. Start from disruptive technologies. 	<ul style="list-style-type: none"> Stronger diversity of ideas. Aim for future success. 	<ul style="list-style-type: none"> More radical concepts.
<ul style="list-style-type: none"> Initiatives within specific business units. 	<ul style="list-style-type: none"> Action driven. Focussed approach. 	<ul style="list-style-type: none"> Faster process Slower structural integration.
<ul style="list-style-type: none"> Focus on collaboration with internal stakeholders. 	<ul style="list-style-type: none"> IP-protection. 	<ul style="list-style-type: none"> Focus on internal expertise.
<ul style="list-style-type: none"> Ongoing cross division broad captivation of ideas via online platforms. 	<ul style="list-style-type: none"> Capture ideas when they occur. 	<ul style="list-style-type: none"> Broader extensive variety of ideas.
<ul style="list-style-type: none"> Longer structurally embedded programs e.g. yearly accelerator, incubation units, acquisition scoping, ... 	<ul style="list-style-type: none"> Structural engagement of stakeholders. Long term commitment. 	<ul style="list-style-type: none"> Structurally embedded innovation. Road to culture change.
<ul style="list-style-type: none"> Execution & failure focussed. Customer centric. 	<ul style="list-style-type: none"> Effective in 'ideation & execution' phase. Customer satisfaction. Lower risk & high speed. 	<ul style="list-style-type: none"> Good for radical innovations. Validated concepts.