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| **Terms of Reference for Propel – Deutsche Bank Innovation** | |
| Background | * **Propel** is the title of the Deutsche Bank Account Innovation workstream and seeks to support the Client Digital Transformation agenda * This terms of reference is to frame that workstream and provide context and formal governance to enable it |
| Objectives | * The aim of Propel is to drive net new business opportunities through rapid prototyping, customer validation, commercial desirability and scaling to sales opportunity * Propel will build a pipeline of experimentation opportunities which will be overseen by the Propel Council * The Propel Council will disburse small amounts of its allocated budget on experiments it believes meets specific criteria to progress (desirability, doability, potential to scale, client propensity to spend, timeline to buy tbc) * It is expected that Propel will rapidly generate a series of technical demonstrators and prototypes that can be showcased with the Client on a regular cadence and their viability and commercial impact tracked and reported |
| Issues | * Consolidated and transparent ideation and collaboration platform to gather and develop ideas and opportunities for the client and other industry sectors (spreadsheet, Sharepoint, Wazoku, Spark) * Connecting development of hypotheses and ideas for experimentation to viable incentivization models that avoid driving negative behaviours (qualifying out, excessive specialization) * Capacity to support and drive Propel pipeline, run and formally govern council triage meetings, build and elaborate ideas in partnership with submitters * LIC/DTC capacity to support and develop demonstrators * Disruption of ongoing client innovation activity and links back into organisation |
| Methodology | * Further, ongoing communication on why the Propel workstream is important and how it fits into the Client account * Develop an MVP approach to ideation platform (select best/lightest of existing solutions) * Build a pipeline of ideas and experiments to evaluate, validate and execute upon, triaged under formal governance by Propel Council * Showcase with Client (and other sectors) and develop customer interaction/traction in order to move towards sales motion * Close the loop back to respective offering family to ensure feedback mechanism |
| Expertise | * LIC/DTC technical SME * Propel workstream programme lead * Account Innovation champion (SHB) |
| Reporting | * Requests for new submissions for consideration * Experiment pipeline and status of work inflight * Completed pipeline and progress to scaling and Client/Sector leverage |
| Work plan | * Provide a summary of the anticipated work * Describe the activities and necessary resources required for achieving the project’s results and purpose * Provide the activity schedule template * Describe The finance resources allocated to the project |
| Propel Council Membership | * Gordon Hoff * David Rimmer * David Oldham * Scott Brown * Lee Tobutt   Bi-weekly meeting cadence to be confirmed based on demand. Can be instituted on an extraordinary basis but any request should be no more than 10 days from a formal sitting. Quorate with any 4 of the above attendees |