

# 5 C INTRAPRENEURSHIP LIFECYCLE

### Convert

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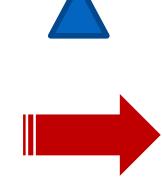


Understand the principles of intrapreneurship and identify a project idea

#### Create

2 weeks



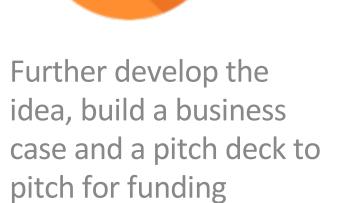


Confirm the problem being solved, test the need with your customers, and create a high level solution

#### Construct

2 weeks





# **Commit**

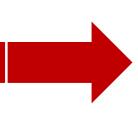
6 – 12 months



# **Control**

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Deliver the MVP, launch a pilot and refine the product based on feedback

Complete the pilot phase, scale the product and create a pool of Intrapreneurs for future programmes!



= Approval Gate

# Support From COYI HQ

- Internal comms programmes, events and drop in sessions
- Intrapreneurship training
- All this supported by the latest research from COYI.
- Run ideation sessions
- Training using our how to deliver purpose driven projects methodology
- Set the team up for success
- Business Model Canvas

- Pitch deck template
- Business case support
- Pitch coaching
- Customer research tips

- Provide strategic support and mentoring for projects
- Access to expert Intrapreneurs
- Funding/Spin Out
- Kickboxes

- Identify project hotspots and accelerate support where needed
- Refine delivery methodology
- Embed and improve the programme to foster a culture of intrapreneurship