



# i2i is...

... a center for education, consulting, and research in **global innovation management**. Our mission is to **help people innovate and create insights**, and we do this in a collaborative way, seeing "eye to eye." Some of our collaborators include:

HBX | Harvard Business School

INNOSIGHT

IDEO + experiencepoint

online learning & simulation  
for blended programs

research

events → Infosys® → AIA

open innovation



mentorship  
(over 10,000 entrepreneurs &  
funders worldwide)

largest angel  
investing network  
in the world

EXPARA



SYDNEY  
SPORTS  
Incubator

Spinta  
accelerator

acceleration & tournaments  
from Silicon Valley, Singapore,  
Tel Aviv, & Sydney

THE  
INNOVATORS  
NETWORK

networking

BOP Hub

accelerator for the  
4 billion  
Base of Pyramid

Humanitific®

consulting

GreyQurus



Our advisory board are also key collaborators with deep expertise in design, production/technology, and strategy;



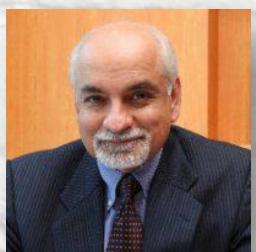
**Peter Overy**  
IDEO  
MD, Singapore



**Brian Ling**  
**DesignSojourn**  
Design & Creative Director



**Ted Saad**  
Emmy-Award-Winning  
**Executive Producer**, NY



**Ajay Nanavati**  
3M  
MD, India (retired)



**Dr. Stefan Hart**  
**Johnson & Johnson**  
Director, Innovation-SEAsia



**Dr. Chris Marshall**  
IBM  
Partner, Fin. Svcs.



**Vish Jain**  
EY  
Partner



**Dr. Zee Upton**  
**A\*STAR**  
Research Director



**Dr. Roland Smith**  
Center for Creative  
Leadership, VP-APAC

**Dr. CJ Meadows, Director, i2i**

the Innovation & Insights Center  
@ SP Jain School of Global Management



- DBA Harvard Business School
- dot-com innovation lab co-founder & entrepreneur
- Accenture IT & strategy consultant
- CPA & CMA (former)
- educator - Harvard, AIM, NUS, INSEAD, SMU/MMA

Our mentorship community comes from companies like Google, 3M, EY, Citi, Mondelez (Kraft), CEO's, Venture Capitalists, technologists, futurists, designers, entrepreneurs, Silicon Valley, New York, Singapore, Dubai, Mumbai, & more - here's just a few :



**Vishal Sarin**  
Google - YouTube, APAC  
Strategy Head



**Douglas Abrams**  
CEO &  
Venture Capitalist



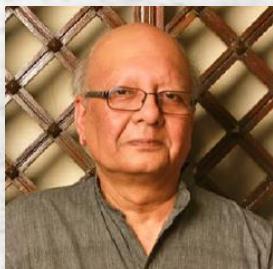
**Vikram Sud**  
Citigroup  
O&T APAC Head (retired)



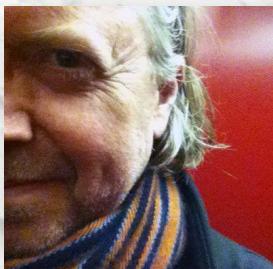
**Dr. Elaine Rodrigo**  
Mondelēz Biscuits (Kraft)  
Global Insights Director



**Prashant Parekh**  
Spinta Accelerator  
CEO & Co-Founder



**Amit Dasgupta**  
Ambassador of India  
(retired), Author



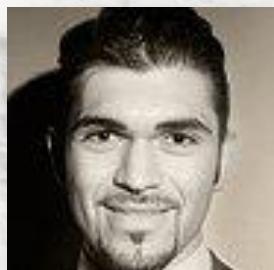
**GK VanPatter**  
Co-Founder, Humanific  
NextDesign Author



**Elizabeth Pastor**  
Visual Sense-Maker  
& Strategist



**Charlie Ang**  
Futurist, Entrepreneur,  
Venture Capitalist



**Asil Toksal**  
Digital Marketing  
Expert, Entrepreneur



**Damien Yee**  
Serial Entrepreneur &  
Tech Strategist



**Ronit Leora**  
Experience Designer,  
Customer & Process



**Dr. Gita Mathur**  
Silicon Valley Innovation  
Process Educator



**Dr. Edy Greenblatt**  
Leadership Educator  
PhD Harvard



**Ketki Sen**  
Spinta Accelerator  
Partner & Co-Founder



**Peter Andrews**  
Chief Scientist  
Queensland (former)





**"Four hours that could change your life!"**

-- Alison Drewell, VP Retail, VF Corporation





# Customer Insight Innovation

...is our flagship program for developing insights. It begins with ExperienceInnovation™, an expert-guided simulation built by ExperiencePoint in collaboration with award-winning design consultancy IDEO.

In this workshop, you'll learn the tools & techniques of the world's most innovative firms, along with IDEO's methodology for innovation using *design thinking*. You'll experience a real 4-month innovation project in just 4 hours!

You'll learn to see new needs & opportunities, deeply understand customers and potential customers, break through barriers by re-defining your challenges, generate ideas more effectively, and create prototypes & experiments to test out ideas before spending big budgets on development.

You can come just to learn, or following the workshop, we can help you apply what you've learned to your own business challenge.

When that happens, you come out not only with **new skills** but also a **real business initiative**, based on your newly-gathered deep understanding of your customers and non-customers, fresh ideas for your situation, prototypes and experiments that make your ideas real and make them better, as well as next steps for implementation.

official IDEO materials  
crafted by ExperiencePoint,  
delivered by us, their  
sole partner  
headquartered in Asia

programs available:

learning only  
- or -  
learn & do

½, 1, & 2-day workshops  
1-week immersion  
multi-month projects

fully customizable

ongoing support  
as needed

design thinking  
də'zɪn 'THiNGkiNG/  
noun

a human-centered approach to innovation

that integrates what people need/want with what's technologically possible and creates real value,

borrowing tools & techniques from design.

(adapted from Tim Brown, CEO, IDEO)

see: \$3.1bn saved at Bank of America

\$100 million savings at a Global Technology Giant  
modern computer mouse (created by IDEO)

4 hours of service in 10 mins (Singapore MOM)

world-class Innova Schools, \$130/month

sanitation designed for 1 billion people with Unilever  
App Store's most popular app for children 0-5 (Elmo)

I want to...

- grow my business
- create products & services people will really buy
- understand my customers better
- reduce risk & increase success of new initiatives
- solve problems in radical new ways
- create a culture of innovation

# Disruptive Innovation

online program &  
certificate by:

HBX | Harvard Business School

in-person  
facilitation by:  
i2i@SPJain

I want to...

- find disruptive opportunities
- grow & protect my startup from industry leaders
- avoid being killed by a startup
- stabilize my business and create a solid foundation for growth
- know how my organization can and cannot innovate, and what to do about it
- understand how my industry is changing and prepare now

Disruptive Innovation is happening all around us.

Whether you're an MNC, SME, or startup, you'll need to know what to do about it.

So, we've created a **blended program** that combines **online learning** and our own global, expert, **in-person** facilitation.

The online portion of the course will get you well-grounded in theory and cases, via the online Disruptive Strategy course developed by Clay Christensen and HBX | Harvard Business School.

Team-huddle time will give you practice applying the theory to your own situation and can be conducted either on your own or with i2i@SPJain.

The in-person portion of the course comprises pre-course planning (who will attend, strategic questions, timing, venues), team huddle facilitation during the course, and post-course workshops to create **real initiatives/projects** to impact your business, using frameworks from the course and **additional tools & techniques** from the world's most innovative companies.

The program is fully customizable, and in addition to the above, you can add:

launch - a **launch event** to share knowledge of your situation, your organization's needs, and create a cohesive team

location - we're happy to host your learning journey at our **Singapore & Dubai** campuses (**Sydney & Mumbai** campuses and **Silicon Valley** can be arranged through Singapore & Dubai agreements). We'll connect you with our business network, to help you learn about these markets & their innovation ecosystems first-hand

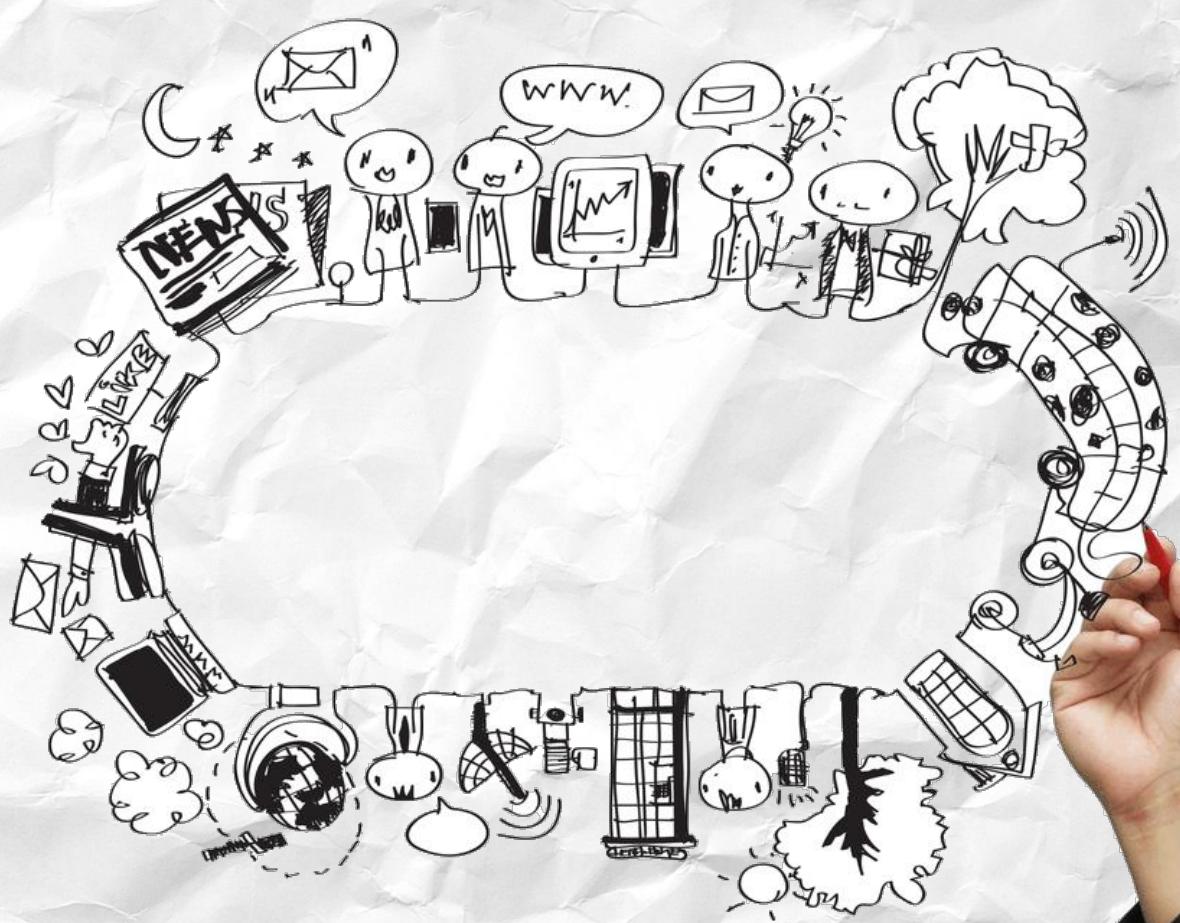
tools - for discovering customer needs, including techniques from **design thinking**, customer ethnography, and additional innovation processes & tools

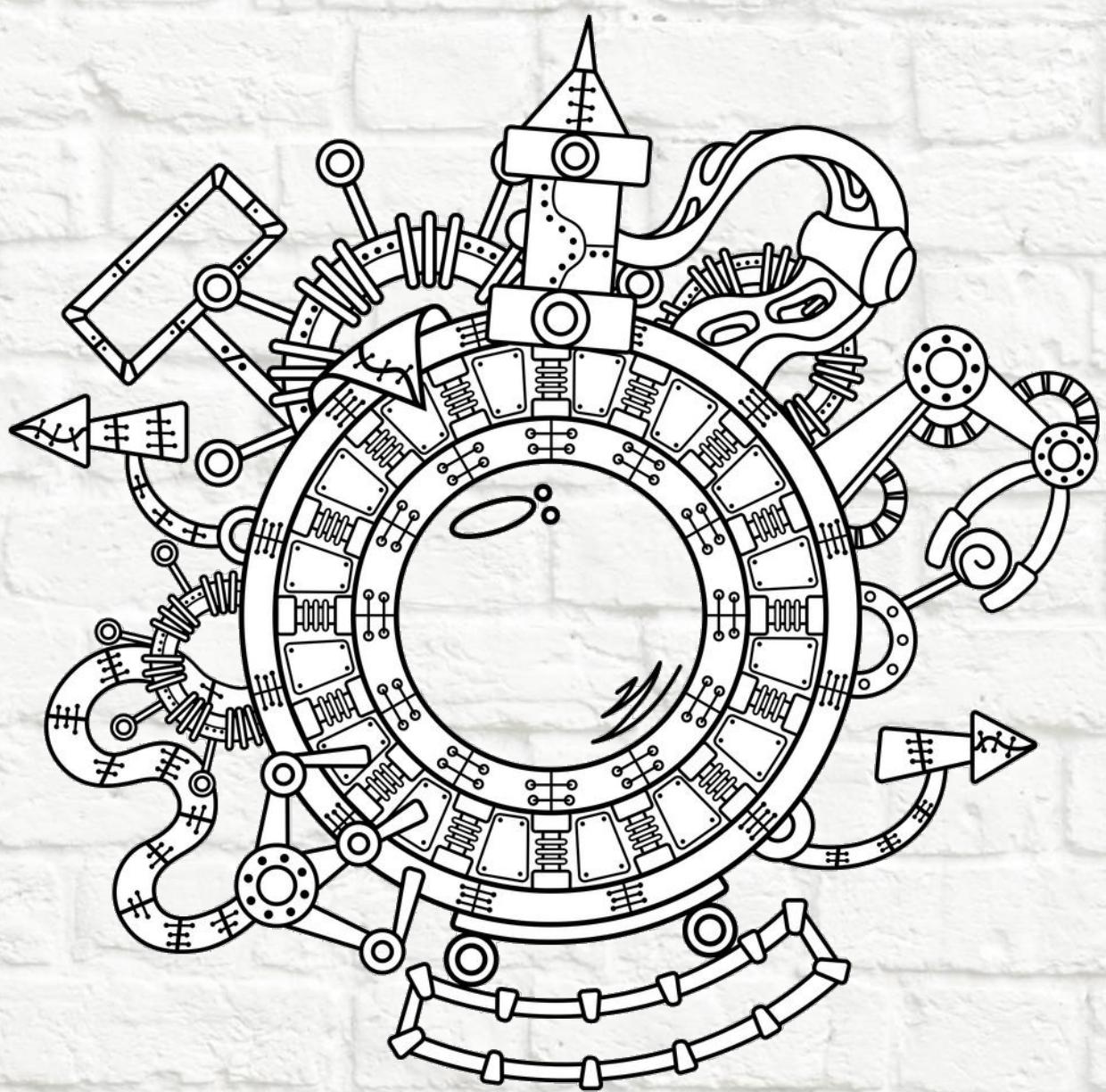
experts - from outside your organization with deep knowledge inside & outside your **industry**, as well as **futurists** who keep an eye on trends, new technologies, and what's happening in your **geographies/markets**

acceleration - we've teamed up with the **BoP Hub** -- an accelerator and design center built for the 4 billion people and \$5 trillion marketplace at the "base of the pyramid." We can help you tap into this next blue ocean

coaching - whether creating or responding to disruption, it'll be a **process**. We can help you solve problems creatively, adjust course, and sustain momentum

Whether you want to create or respond to disruption, we can help you build skills, craft your journey, and make an impact.





# startup360

I want to...  
• invigorate my execs by having them work with startups in a startup environment

- learn startup skills
- come up with fresh ideas
- craft or recraft my new initiative for success

part accelerator, part incubator, part xcubator,  
here's how it works:

you alone or you & your team  
(MNC, SME, or startup)

tell us whether you:

- have an idea/challenge you want to pursue (or none)
- have a team, want to join one, or want to invite new people to your team for a fresh perspective

('Great chance for large organizations & startups to learn from each other!')

We'll take all the teams assembled through a 1-week

## startup immersion

to generate a **new product/service prototype and a basic growth strategy.**

It's like a hackathon, except you may create something that's not code or an app.

1. We'll start with a ½-day **simulation** game by IDEO + ExperiencePoint so you can learn how they create new groundbreaking products & services with design thinking
2. Then we'll help you tackle your **real-life challenge**, learning from people in the real world, and prototyping & testing possible solutions. If you don't have your own challenge, we invite you to address one at the BOP HUB accelerator.
3. On the final day, we'll go through key concepts of **disruptive innovation & startup strategies**, plotting your approach going forward. Teams will present to a panel of **entrepreneurs/investors/accelerators**, and you'll be **networking** with entrepreneurs, funders, mentors, and more.

You earn a certificate for the program, learn new skills & strategies based on other companies' experiences, tap into our network of mentors & organizations, and set up your initiative for success.

If the 1-week timeframe is not right for you, your team can begin the immersion, complete what's appropriate for you, and schedule the rest at your own pace (e.g. by joining the next event, coaching, or groupwork).

Unlike most incubator/accelerator programs, you don't need to apply with a business plan in hand. You or your investors pay for the program, come, learn, connect, and design something people really want that's technically feasible and creates real value.

# Custom Services



Besides running standard insight & innovation programs, we also:

- design **custom edusulting programs** to help people learn innovation tools & techniques or other management topics, and mentor a **real project**
- **help startups** acquire skills, map their journey, and connect with funders & others who can help
- conduct/arrange **custom research** projects, as well as pursuing our own research into the creative processes of world-leading innovators
- host **networking events** to foster our innovation ecosystem - come join us!

## Clients

... who've learned innovation tools & techniques with the simulation workshop we conduct -- ExperienceInnovation™ (built by ExperiencePoint in collaboration with IDEO) -- include:

not just for MNC's!  
key for  
SME's & start-ups



# Clients

... of i2i & SP Jain include:

Shipping



World's Largest shipping & logistics conglomerate

Retail,  
Entertainment,  
& Lifestyle



Largest retail chain in the middle east (market leaders Max, Lifestyle, & Fun City)

Hospitality



Luxury hotel group

Healthcare



Leading medical group in the Middle East

Financial Services



Largest banking/financial services company by assets in India - SBI (one of the world's largest)

Construction



Largest construction & infrastructure development company in India (one of the world's largest)

Construction



Construction giant based in Europe

Construction



One of the largest construction companies in the Middle East

Government - Think Tank



Think Tank of His Highness Sheikh Mohammed

Government - Free Zone



World's first dedicated Free Zone for electronics & related technologies (Dubai)

Government - Health



WHO-aided health & community projects in Africa

