

Leap

Become the Future



Once you have a new market-tested prototype, it's time to determine the business model and organizational structure needed to commercialize it. Should you build an internal team, establish a new business unit, or treat the new product like a startup?

The **leap** phase helps organizations turn a new product or service built on exponential technologies into a successful future business by preparing it to scale outside the core business. We help teams understand, evaluate and apply the latest thinking in business model design with an eye toward the future. We explore emerging ways to structure a team to support the new venture. Together, these new approaches can serve as a launchpad for disruptive solutions with the potential to leap forward and become new core businesses in the future.

Highlights

- Evaluate emerging business models to prepare a new product or service for exponential growth.
- Optimize team structure and organizational models to support new business models and emerging disruptive solutions.
- Diagnose inefficiencies or gaps in leadership, operations, and brand that must be addressed to ensure success.

Participants

- Executive Leadership
- Small team(s) from your organization

SU ADVANTAGE

Execute like a Startup

SU Labs helps large company innovators experience first-hand what it takes to think and act like a startup while leveraging the strengths of a large company.