

INCUBATE

Build the Future



Once you have a portfolio of disruptive ideas, it's time to test, learn and rapidly iterate your way to a proof-of-concept that's ready to pilot and scale.

Many large companies come up with a great new idea, throw a lot of money and a team at it, and launch a fully developed product a year later, only to realize the market has moved and the product is irrelevant. The only way to win big is to make a lot of small, quick bets. This kind of experimentation requires a certain comfort level with failure, which is critical to success.

The **INCUBATE** phase helps companies conduct fast experiments. We ensure every experiment has a clear hypothesis and strong potential value proposition to the company. Then, by collaborating with startups and our development partner network, and leveraging our on-site innovation lab, we develop prototypes and validate them in the market.

Highlights

- Source potential collaboration and development partners.
- Build low-fidelity prototypes.
- Run experiments to test, learn and iterate our way to a validated proof-of-concept.

Participants

- Small innovation teams



“If I had to point to one thing that’s made the biggest difference at Intuit it was to change how we make decisions, whenever possible, from decision by bureaucracy, PowerPoint, persuasion, position, power to *decision by experiment*.”

Scott Cook

Founder and Chairman of the Executive Committee, Intuit

SU Advantage

A Global Ecosystem at Your Fingertips

By working with Singularity University, you're joining a global network of passionate, action-oriented change-makers—entrepreneurs, government leaders, corporate innovators, non-profits/NGOs, educators, and venture capitalists—who are eager to connect and collaborate for ideation, provocation, partnership, and development support.