

# 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.

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## 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.

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## Participants

- Small innovation teams

