



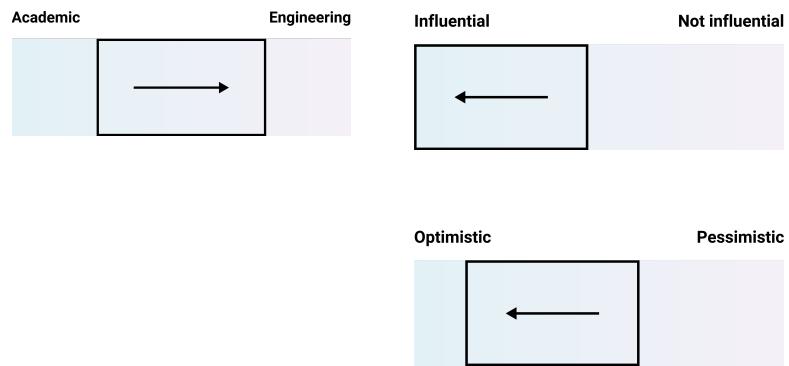
Alex, the «Business Enabler»

≡ Occupation	Lead, Innovation Management
≡ Tagline	«How can we generate business with innovation?»
↗ Related to Overview (Column)	
↗ Related to User Story Database (1) (Personas)	



Alex works in a large/small company to bring new innovations and technologies into business and product development roadmaps. Alex informs the company's senior management (CTO/CTIO) about new innovations and how they may impact future business and strategic initiatives. Alex has a budget to spend but is supported in decision making by colleagues in R&D, product development and innovation scouting.





Overview



IDUN's Impact

Provide a great product and roadmap that can be integrated into the company strategy and go-to-market, this “next big thing” will make them slightly famous in management circles. Help him move to a place of comfort and have confidence in the technology?

Standardised data they can assess how well the tech product works.



Goals

- Improve the experience of current customers.
- Open up new markets or expand existing ones.
- Provide better products than competitors.
- Investigate into upcoming technology trends.



Motivations

- Build a better world.
- Be ahead of competitors.



Needs

- Innovative technologies that can be built into market-leading products in the next 2-5 years.



Fears

- Investing in enabling technologies that don't add value to the company.
- Putting a lot of time into a project and having no results.
- Costs running over budget.



Expectations

- Open communication and honest business relations.
- A technology that is able to scale at some point.



Frustrations

- Finding products with great potential but are a bit too early for the go-to-market strategy.
- Project roadblocks that keep things from moving forward.

Background

Experience

- MSc/MBA, PhD in Science, Technology and Innovation
- Company founding or startup experience

Demographics

- 45 years old
- Has a wife and two children

Tools

- MS Project
- Design thinking/lean startup
- Trend mapping
- Business Model Canvas
- MS Suite
- Pitch decks