

04.18.18

INNOVATOR-IN-RESIDENCE



Building our future through innovation.

IIR INTRO WORKSHOP
PRE-WEEK 1

“In the beginner’s mind there are many possibilities; in the expert’s mind there are few.”

- Shunryu Suzuki



WELCOME & AGENDA





INTRO WORKSHOP PRE-WEEK 1

AGENDA

- Welcome & Introductions [15 MIN]
- Innovation 101 [15 MIN]
- Team Creation [15 MIN]
- Program Overview [20 MIN]
- Key Tools [30 MIN]
- Q&A + Break [15 MIN]
- Team & Time Management [40 MIN]
- Q&A [10 MIN]
- Key Dates [5 MIN]
- Action Items [5 MIN]
- Inspiration [5 MIN]
- Wrap Up [5 MIN]



INTRODUCTIONS



INTRODUCTIONS

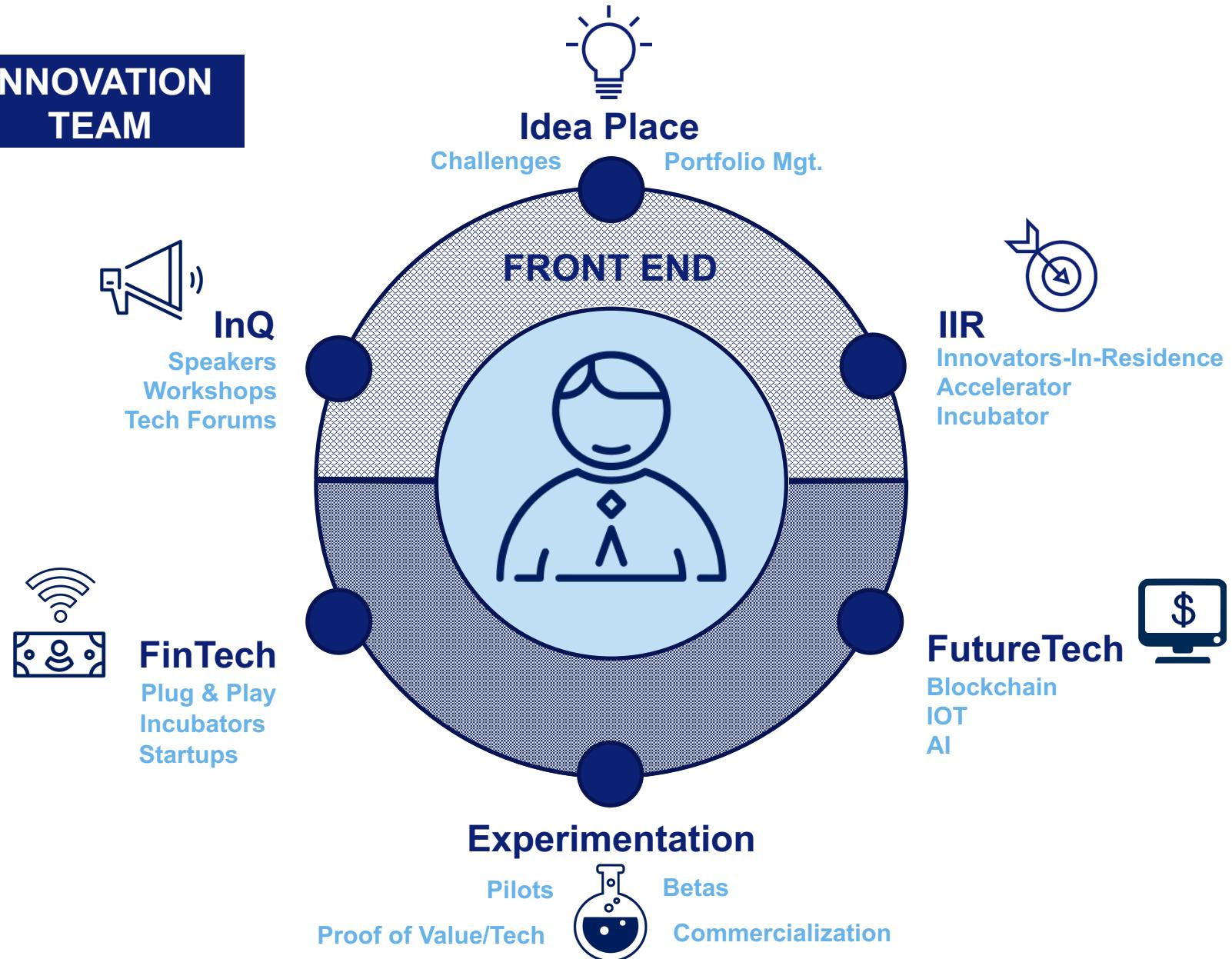
2018 SPRING COHORT

FOUNDER	HOME
Christy Bartlett	MN
Jeremy Silver	GA
Sanjib Banerjee	GA
Andrew McDonald	OR
Christina Stensby	MN
Augustus Tobes	CA
Cournty Bisig	TN
Ritu Chowdhary	MN
Isaac Riesterer	OR
Pete Scherf	MN
Andrew Kavie	MN
Adam Goldstein	MN
Christy Bartlett	MN

FOUNDER	HOME
Suzanna Newell	MN
Theodore Gamble	MN
Micheal Villano	CA
Christa Lee Brynwood	WI
Rochelle Hendricks	MN
Joanna Yap	NY
Brett Heeney	WI
Stephen Dallimore	KS
Awais Sultan	IL
Kristi Uphoff	MN
Andrew Sisulak	MN
Jannine Dobson	WI
Gerald Anderson	WI

FOUNDER	HOME
Kristin Clements	FL
Claire Harlow	FL
Emily Arnau	IL
Mark Olen	WI
Michael Short	FL
Carol Walnut	GA
Tatiana Akulova	MN
John Lewis	TN
Shawn Higginbotham	MO
Eileen Alden	CA
Melinda Ashburn	AR

INNOVATION TEAM



INTRODUCTIONS

Kari Shotley



Dave Marrese



Valerie Lancelle

Seijen Takamura

Stephanie Hammes-Betti

Russ Gowda

Matt Born

John Kaiser

Dakota Crow (Andrew)





INNOVATION 101



"Innovation almost always is not successful the first time out."

- Clayton Christensen

DEFINING INNOVATION

BusinessDictionary.com

“The process of translating an idea or invention into a good or service that creates value or for which customers will pay.”

To be called an innovation, an idea must be replicable at an economical cost and must satisfy a specific need. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. In business, innovation often results when ideas are applied by the company in order to further satisfy the needs and expectations of the customers.

Ten Types of Innovation

“Innovation is the creation of a viable new offering.”

Dominic Venturo - CIO

“Innovation, simply stated, makes life better. We dream big ideas about how great things could be, and then we make it possible.”

<https://stories.usbank.com/stories/what-bank-innovation-means-for-you.html>



INNOVATION MYTHS

Myth #1 Innovation is about the newest thing.

Sometimes a great innovation is indeed a “step-change”: the motorized vehicle that displaces the horse and buggy. But most innovation is incremental. From my own favourite, life-improving innovation—the curved shower rod—to just about any product or service you can name, little improvements and developments are being introduced all the time. ...

Myth #2 Innovation is a solo activity.

Consistent with our tendency to think of innovation solely in terms of mind-blowing new inventions, we often think of innovators as geniuses, oddballs with wild ideas and wilder hair. People who occupy the far end of the innovation spectrum were probably less easily tamed by our school systems and may therefore be less comfortable in corporate environments. But even mavericks and mad scientist types need other people to implement the innovations they've dreamed up, and usually, those other people wind up incrementally improving their inventions in some way. ...

Myth #3 Innovation can't be taught.

Every day, people like Colonel Rolf Smith teach organizations, businesses and individuals how to get in touch with their inner innovator. But teaching innovative thinking isn't like teaching Math or French—it's more a matter of teaching people how to harness their existing natural curiosity in order to unleash their innate capacity for innovation.

Myth #4 You can't force innovation.

It's very true that you can't tell others to start innovating pronto, and expect much good to come of it. But you can create an environment that encourages and rewards curiosity and therefore promotes engagement and innovation.

INNOVATION MYTHS

Myth #5 Innovation is top-down.

Remember the flocking theory? Flying in formation, birds on the periphery—where the risks are, and where you can see more—send messages and warning signals to bring flying in the centre, where it's more protected and safer. Similarly, in a fast-food restaurant, the clerk at the counter cottons on long before anyone at head office does that the new trays are flimsy and hard to stack. In a hospital, the nurses may resist washing their hands unless there's a way to communicate both up and down the food chain that the problem is the harsh cleanser they're made to use. Smart companies like Four Seasons and Whole Foods explicitly recognize that the closer an employee is to the end-user, the more likely he or she is to have concrete ideas about how to innovate—and the more important it is for the higher-ups to listen.

Myth #6 Change is always good.

Tell that to the product team that dreamed up New Coke. The funny thing about that epic failure was that the beverage itself actually tested well—people liked the stuff. What didn't fly was the implication that there was something wrong with Old Coke. ... The sheer math on ideas suggests that about half of them will be lousy. But that's not catastrophic unless the lesson taken is that there's no point in continuing to dream up anything new, and it's safer to stick with what's always worked in the past.

Myth #7 Innovation isn't for everyone.

Let's put this one to rest forever. Remember how kids in developing countries respond to the Soccer? When they see the ball, they almost immediately start asking questions and dreaming up their own innovations. Innovative thinking is contagious. It's a bug that anyone can catch.

Since our ancestors first stood upright, humans beings have been innovating: more and better tools, different and improved circumstances, more effective and efficient ways of doing things. It's pretty silly to think we've suddenly all lost that basic drive now that we've hit the twenty-first century. If anything, our capacity to innovate is now exponentially greater because of our unprecedented ability to share information and ideas, which also makes it much easier to take something from one field and apply it to another.

TEN TYPES OF INNOVATION

*Internal
Facing*

*Customer
Facing*

CONFIGURATION

Profit Model
Network
Structure
Process

These types of innovation are focused on the innermost workings of an enterprise and its business systems

OFFERING

Product Performance
Product System

These types of innovation are focused on an enterprises core product or service, or a collection of its products and services.

EXPERIENCE

Service
Channel
Brand
Customer Engagement

These types of innovation are focused on more customer-facing elements of an enterprise and its business system.



TEAM CREATION



TEAM CREATION / MAKE-UP

Building Your Team

- *Innovation is a “TEAM SPORT”*
- *Ideal team size varies from two (2) to five (5).*
- *No more than two Co-Founders*
- *More than five (5) total you are likely managing people more than your idea.*
- *Create the right mix of talent to build a powerhouse team for success.*
- *Focus on balance of all roles.*
- *As the idea progresses . . . Roll with the shifts.*

Roles & Responsibilities

FOUNDER

- Idea Creator

CO-FOUNDER

- Same duties as Founder

ROLE PLAYER

- Various Positions

SME

- Subject Matter Expert

CHAMPION

- Management and/or colleague

SPONSOR

- Resource Partner (current and/or future)



TEAM ROSTER

Team Member

Roles & Responsibilities

Team Member	Roles & Responsibilities
	Founder

Internal Stakeholders Business Line / Subject Matter Expertise

Internal Stakeholders	Business Line / Subject Matter Expertise
	Manager



TEAM IMAGE

TEAM PROFILE

TEAM NAME:

FOUNDER(S):

PROBLEM:

CUSTOMER(S):

HUNCH:

FOUNDER (S)
IMAGE

TEAM MEMBERS:



+ REVENUE

+ EFFICIENCY

+ CX

IMPACT ESTIMATE: \$



PROGRAM OVERVIEW

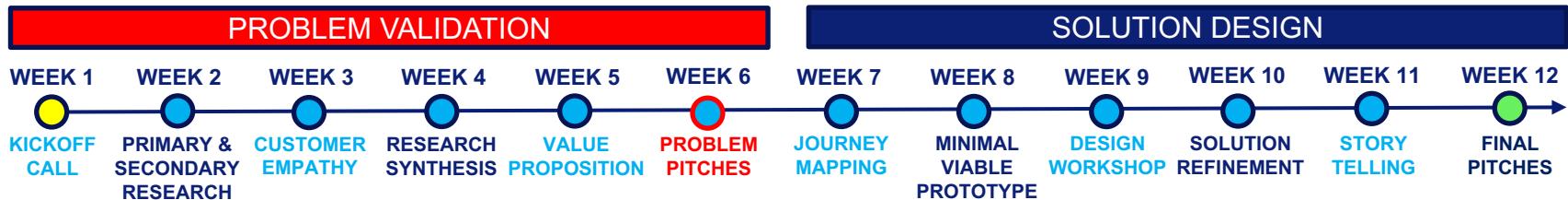


“The best way to predict the future is to create it.”

- Alan Kay

PROGRAM OUTLINE

IIR ACCELERATOR JOURNEY



PHASE REPORTS

Periodically throughout Accelerator journey.

#

Help track progress & create a record.

Increase teamwork and transparency.

Mood Surveys for personal & cohort tracking.

NOT meant to be a burden!!!

DUE: EOD – MON – DATE

ACCELERATOR DATES

SETUP PHASE

PRE CALL 1 – WED – APRIL 18 = INTRO WORKSHOP

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

WEEK 1 – WED – MAY 9 = KICKOFF CALL

PHASE REPORT

Idea Place: Profile

1

Team Roster Page

Canvas (v1)

Learning Plan (v1)

Mood Survey

DUE: EOD – MON – MAY 15th



ACCELERATOR DATES

RESEARCH PHASE

WEEK 2 – WED – MAY 16 = Research

WEEK 3 – WED – MAY 23 = Empathy

PHASE REPORT

Idea Place: MARKET
Interview List (w>Status)
Interview Script(s)
Journey Map (Current State)
Mood Survey
DUE: EOD – MON – MAY 28th

2



ACCELERATOR DATES

PROBLEM PHASE

WEEK 4 – WED – MAY 30 = Synthesis

WEEK 5 – WED – JUNE 6 = Value Propositions

PHASE REPORT

Idea Place: SOLUTION & VALUE PROP

3

Synthesis

Canvas (v2)

Learning Plan (v2)

Mood Survey

DUE: EOD – MON – JUN 11th



ACCELERATOR DATES

SOLUTION PHASE

WEEK 6 – WED – JUNE 13 = PROBLEM PITCHES

WEEK 7 – WED – JUNE 20 = Journey Mapping

PHASE REPORT

4

Idea Place: DESIRABILITY
Problem Pitch Deck
Problem Pitch Learning Doc
Mood Survey

DUE: EOD – MON – JUN 25th



ACCELERATOR DATES

PROTOTYPE PHASE

WEEK 8 – WED – JUNE 27 = M.V.P. & Experimentation

***** JULY 4TH WEEK = OFF / BREAK *****

WEEK 9 – WED – JULY 11= DESIGN WORKSHOP

PHASE REPORT

Prototype Model (v1)

5

Canvas (v3)

Journey Map (Future State)

Learning Plan (v3)

Mood Survey

DUE: EOD – MON – JULY 16th



ACCELERATOR DATES

REFINEMENT PHASE

WEEK 10 – WED – JULY 18 = Solution Refinement

WEEK 11 – WED – JULY 25 = Story Telling

PHASE REPORT

6

MVP Experiment Results*
Idea Place: ALL Sections
Canvas (v4-Final)
Mood Survey
DUE: EOD – MON – JULY 30th



ACCELERATOR DATES

SETUP PHASE

WEEK 12 – WED – AUGUST 1 = **FINAL PITCHES**

PHASE REPORT

Final Pitch Deck

7

Idea Place: Final Update

Idea Place: 3P Report

Learning Plan (v4 – Post Accelerator)*

Mood Survey

DUE: EOD – MON – AUGUST 13th





KEY TOOLS



INNOVATOR-IN-RESIDENCE
usbank



TODAY'S TOOL BOX

- Team Roster
- Team Profile
- Innovation Canvas
- Learning Plan

CREATING A COMPASS DOCUMENT

The Innovation Team at U.S. Bank has worked to build a useful innovation tool that looks to not only create a shared reference document and nomenclature for innovation projects, but also be an asset that teams across the enterprise can leverage as a collaboration tool and compass document as they move their projects from early ideation all the way to commercialization.

The following slides are meant to provide a baseline into the creation and thinking around the U.S. Bank Innovation Canvas. The Innovation team is available to fully walkthrough these slides and the canvas itself in detail. We are also eager to help teams start and think through their own canvases. We also offers one-day canvas training and “kickstart” sessions that are open to everyone at the bank.

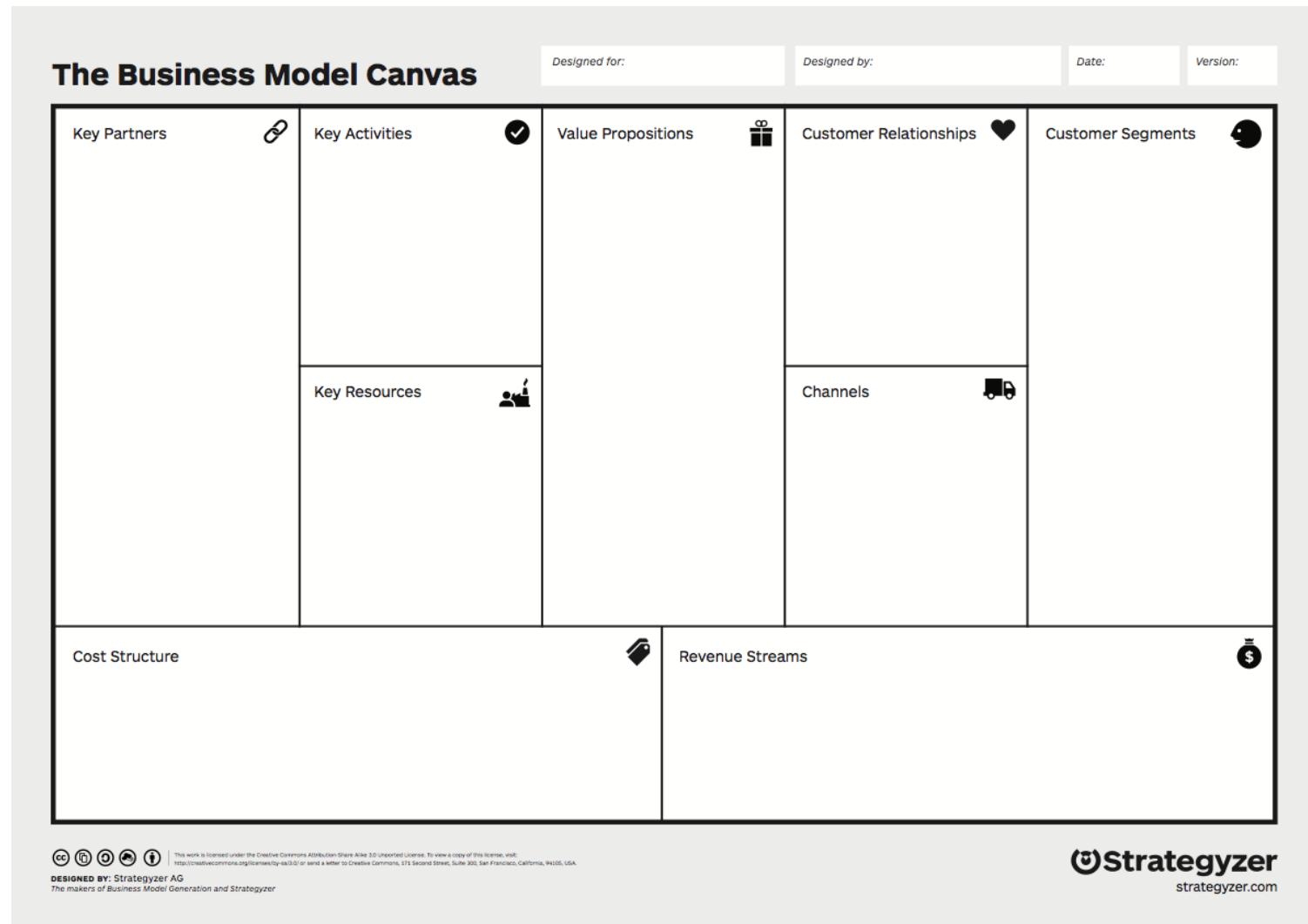
For more information on the U.S. Bank Innovation Canvas please reach out to Dakota Crow at dakota.crow@usbank.com, or feel free to ask anyone on the Innovation Team for additional insights.

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS	SALES	DELIVERY
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	RISK & COMPLIANCE LEGAL ETHICAL REPETITIONAL MARKET	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS	
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY		IMPACT	

PROGRESS BAR



INSPIRATION: THE ORIGINAL B.M.C.



INSPIRATION: THE LEAN CANVAS

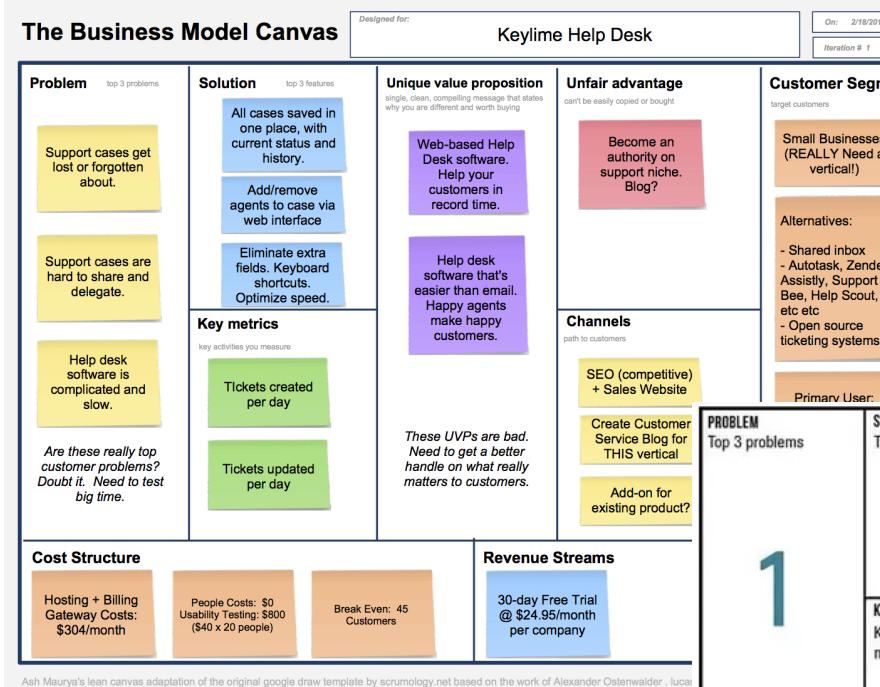
Lean Business Model Canvas

Model Name:

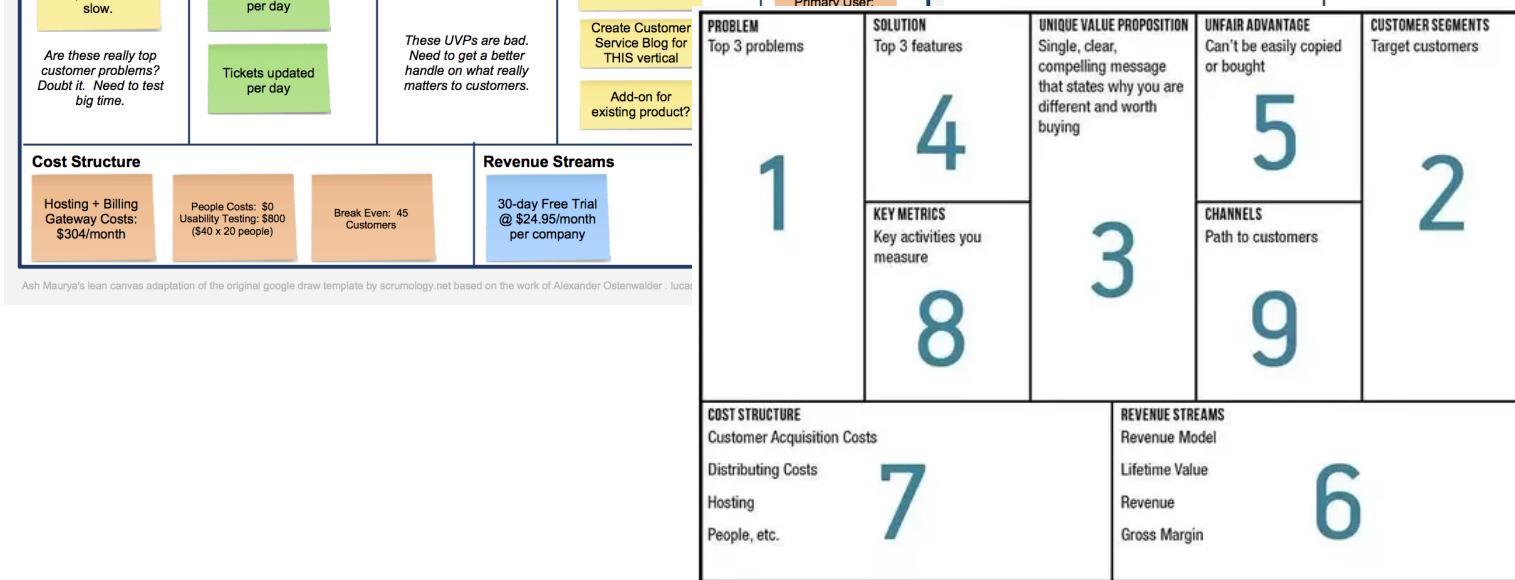
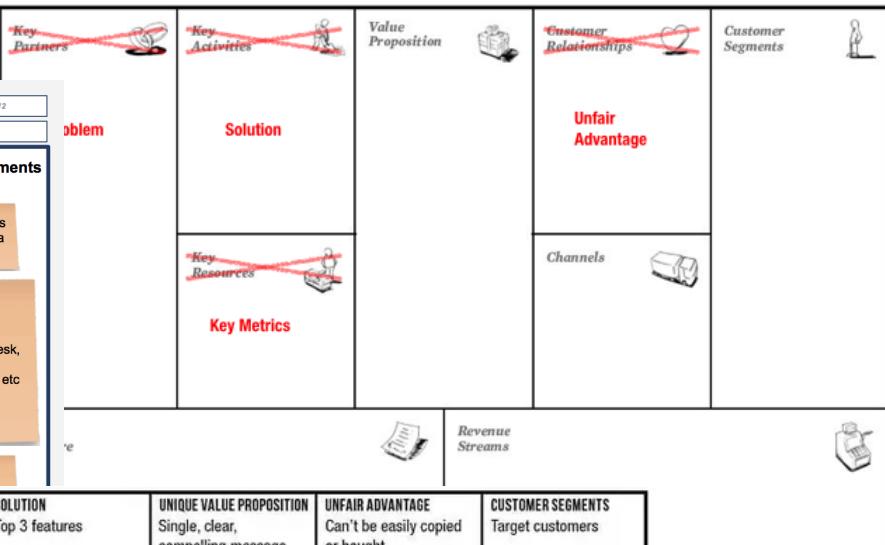
Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Paths to customers	
Cost Structure Customer acquisition costs Distribution costs Hosting People, etc		Revenue Streams Revenue model Lifetime value Revenue Gross margin		

MANY POSSIBILITIES

The Business Model Canvas



Ash Maurya's lean canvas adaptation of the original google draw template by scrumology.net based on the work of Alexander Osterwalder, lucas



Lean Canvas is adapted from The Business Model Canvas (<http://www.businessmodelgeneration.com>) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.

OUR INNOVATION CANVAS

GENERAL INFO	PROJECT TEAM Lead(s): SME's: Sponsors:	BUSINESS LINE	GOAL CATEGORY +Revenue +Efficiency +CX
DESIRABILITY		FEASIBILITY	VIABILITY
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE Legal Ethical Reputational Market	CHANNELS Supply Sales Delivery
TARGET AUDIENCE(S) Primary Secondary	VALUE PROP(S) Customers Bank Other	ALIGNMENT Internal (Sponsors) External (Sponsors)	METRICS
HYPOTHESIS Hunch	MARKET Internal External	TECHNOLOGY	IMPACT Business Model

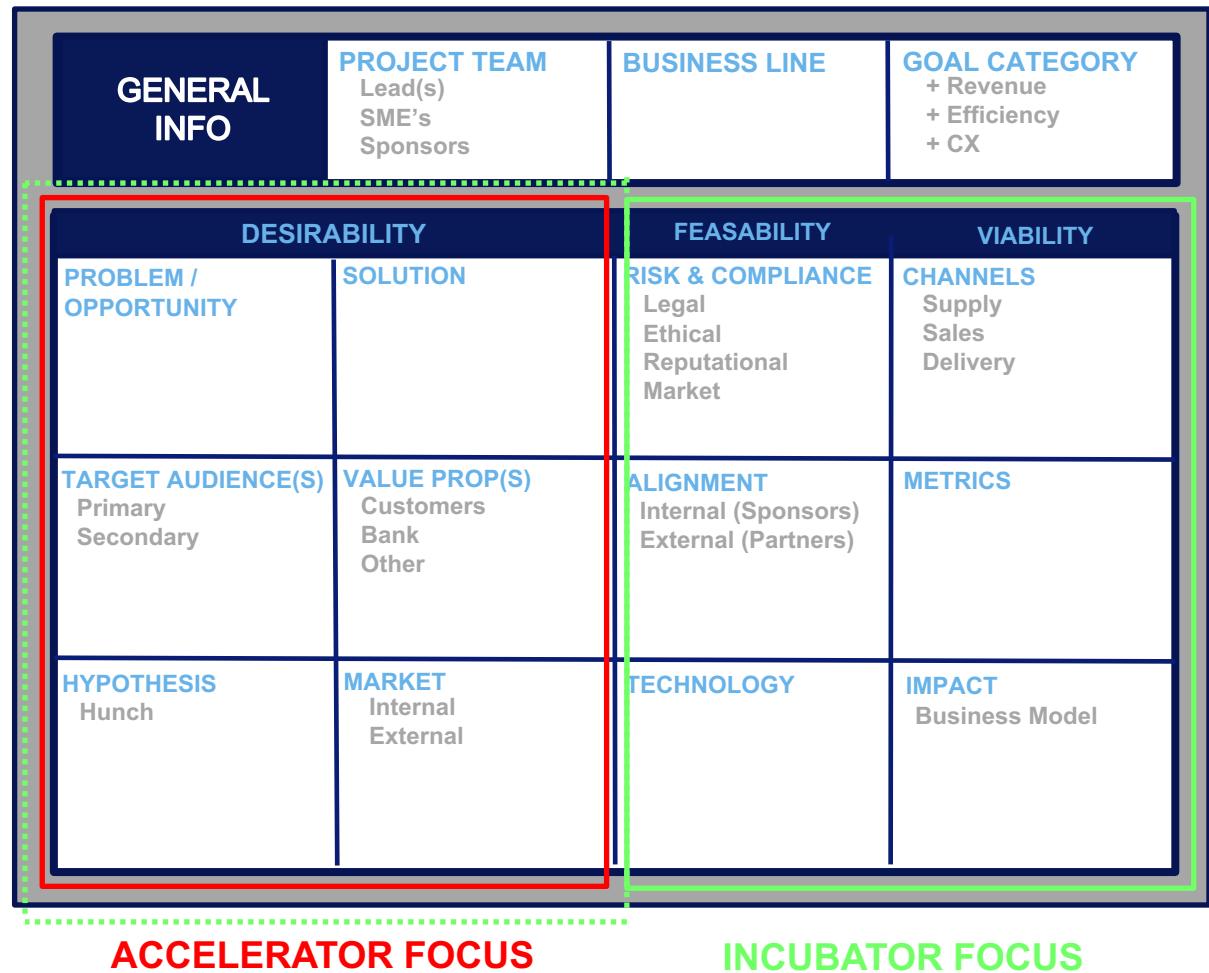


INNOVATION CANVAS

From seed to sale . . .

KEY BENEFITS

- Compass Document
- Communication Tool
- Validated Problems
- Smarter Solutions
- Lean Startup, Human Center Design, and Agile influences
- Supported with training, tools, coaches/mentors, data, and workshops.



CANVAS CATEGORIES

GENERAL INFO	PROJECT TEAM	BUSINESS LINE(S)	GOAL CATEGORY
PROBLEM / OPPORTUNITY	DESIRABILITY SOLUTION	FEASIBILITY RISK & COMPLIANCE	VIABILITY CHANNELS
WHAT ARE YOU TRYING TO SOLVE FOR?	HOW ARE YOU GOING TO SOLVE?	HOW DO THE LEGAL, ETHICAL, AND REPETITIONAL FACTORS EFFECT RISK & COMPLIANCE?	HOW WILL YOU SOURCE, SELL, AND FULFILL YOUR SOLUTION? SUPPLY SALES DELIVERY
CUSTOMER(S)	VALUE PROP(S)	ALIGNMENT	METRICS
WHO ARE YOU TRYING TO SOLVE FOR? PRIMARY. & SECONDARY	WHAT VALUE DO YOU PLAN TO PROVIDE TO YOUR TARGET AUDIENCE(S)? CUSTOMERS BANK OTHER	WHERE CAN YOU FIND CONNECTIONS BETWEEN INTERNAL SPONSORS AND EXTERNAL PARTNERS?	WHAT ARE THE NUMBERS THAT TRULY MATTER THROUGHOUT?
HYPOTHESIS	MARKET	TECHNOLOGY	IMPACT
WHAT ARE YOU TRYING TO PROVE/DISPROVE? HUNCH?	WHAT IS THE SIZE, GROWTH, AND COMPETITION THIS SPACE? INTERNAL. & EXTERNAL	WHAT TECHNOLOGIES DO YOU HOPE TO LEVERAGE WITH YOUR SOLUTION?	HOW WILL YOUR SOLUTION SPECIFICALLY EFFECT ALL THOSE INVOLVED? BUSINESS MODEL

CANVAS PROGRESSION

BASE

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●		

PROOF OF TECHNOLOGY

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	●	●	●	●	

EXPLORATION

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	●	●	●	●	

PILOT

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	●	●	●	●	●

PROOF OF VALUE

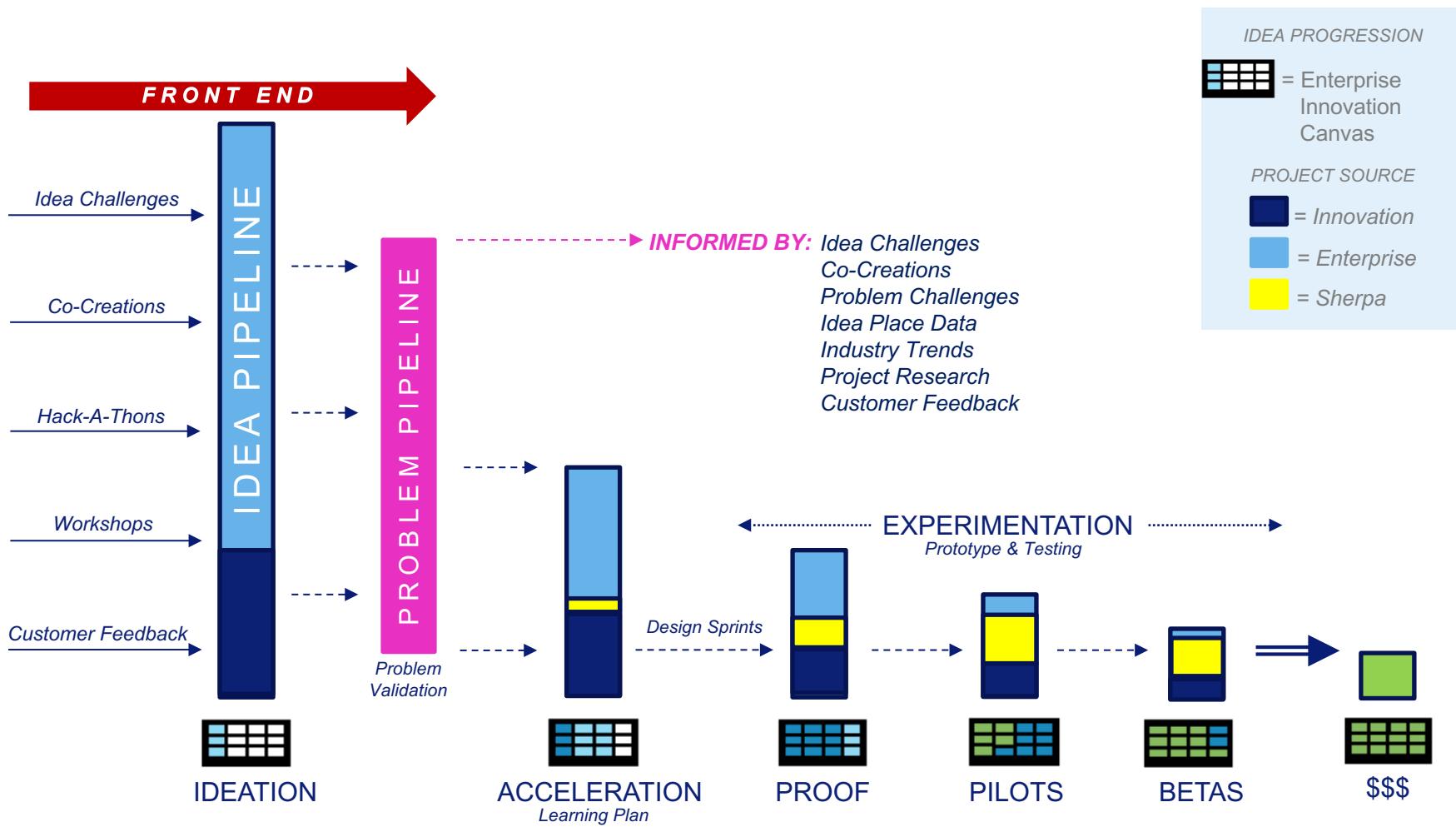
DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	●	●	●	●	●

BETAS

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS		
TARGET AUDIENCE(S) PRIMARY SECONDARY	VALUE PROP(S) CUSTOMER BANK OTHER	ALIGNMENT INTERNAL (SPONSORS) EXTERNAL (PARTNERS)	METRICS		
HYPOTHESIS HUNCH	MARKET INTERNAL EXTERNAL TAM / SAM / SOM	TECHNOLOGY	IMPACT		
PROGRESS BAR	●	●	●	●	●

IDEA PROGRESSION

Innovation Pipeline



***“Plan your work and work
your plan.”***

- Napoleon Hill

PROJECT PLANNING

Learning Plan

ACTIVITY NAME	FOCUS AREA / ASSUMPTION TO PROVE	CATEGORY	METHOD	TIMING	OWNERS
Test w/ Travelers	Travelers are ready for a completely new expenses UX	Desirability	<ul style="list-style-type: none"> Traveler Interviews w/ Prototype v1 	<ul style="list-style-type: none"> • Early Jan. 	TP, ST, CC
Define The Problem w/ Companies	Non corporate-card expenses require a significant amount of time and resources to administer and manage.	Desirability	<ul style="list-style-type: none"> Travel Manager Interviews w/ Prototype v1 	<ul style="list-style-type: none"> • Early Jan. 	TP, ST, CC
The State of Mobile Pay	There are enough merchants who have adopted a mobile payment platform to make Cadre usable.	Desirability	<ul style="list-style-type: none"> Secondary Research Expert Interviews 	<ul style="list-style-type: none"> • Early Jan. 	CC, BM
Find Early Adopter Companies	We can sign-up several early adopters (i.e. companies who are willing to try the new experience)	Desirability	<ul style="list-style-type: none"> Travel Manager Interviews w/ Prototype v1 	<ul style="list-style-type: none"> • Early Jan. 	TP, BM, ST
Partners - TMC	TMC partners will be willing to lead the travel management part of Cadre	Feasibility	<ul style="list-style-type: none"> Partnership Conversations w/ Prototype v1 	<ul style="list-style-type: none"> • Early Jan. 	BM, TP
Partners – Expense Companies	Expense reporting partners will be willing to lead the back-end expense management part of Cadre	Feasibility	<ul style="list-style-type: none"> Partnership Conversations w/ Prototype v1 	<ul style="list-style-type: none"> • Early Jan. 	BM, TP
Satisfy The Accountants	The accountants / controllers can get all of the information they need from a UX that is as fluid as Cadre	Desirability	<ul style="list-style-type: none"> Accountant Interview w/ Prototype v1 + Card Sort 	<ul style="list-style-type: none"> • Mid Jan. 	TP, ST, SHB, CC
Executive Enrollment	U.S. Bank can earn executive support and funding.	Feasibility	<ul style="list-style-type: none"> Conversation w/ Jeff Jones Pitch @ Payments Committee 	<ul style="list-style-type: none"> • w/o 1/15 • Jan. 30 	TP, BM, SHB

LEARNING PLAN

Learning Plan

ACTIVITY NAME	PURPOSE / FOCUS AREA	CANVAS CATEGORY	TIMING	OWNERS
SME Interviews	Discover problem specifics.	PROBLEM	May 1 - 8	DC & JK



EXAMPLES

Innovation Canvas & Learning Plan

EXAMPLE 1:

IOT CONNECTED FLEETCARD

EXAMPLE 1: IOT CONNECTED FLEETCARD

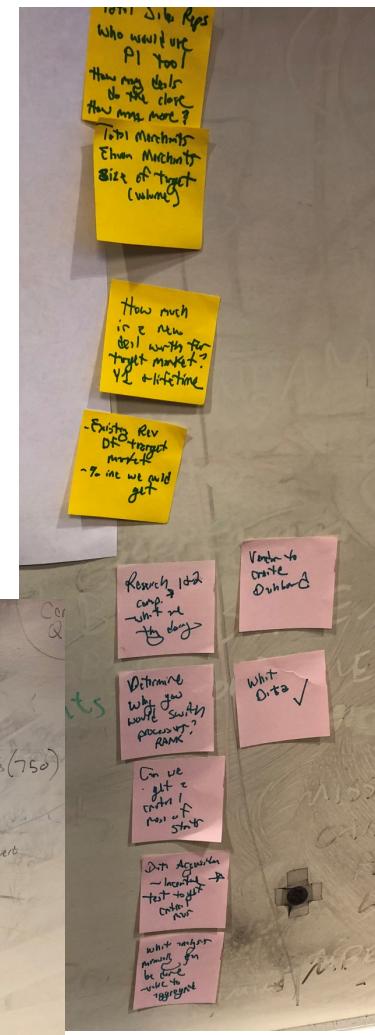
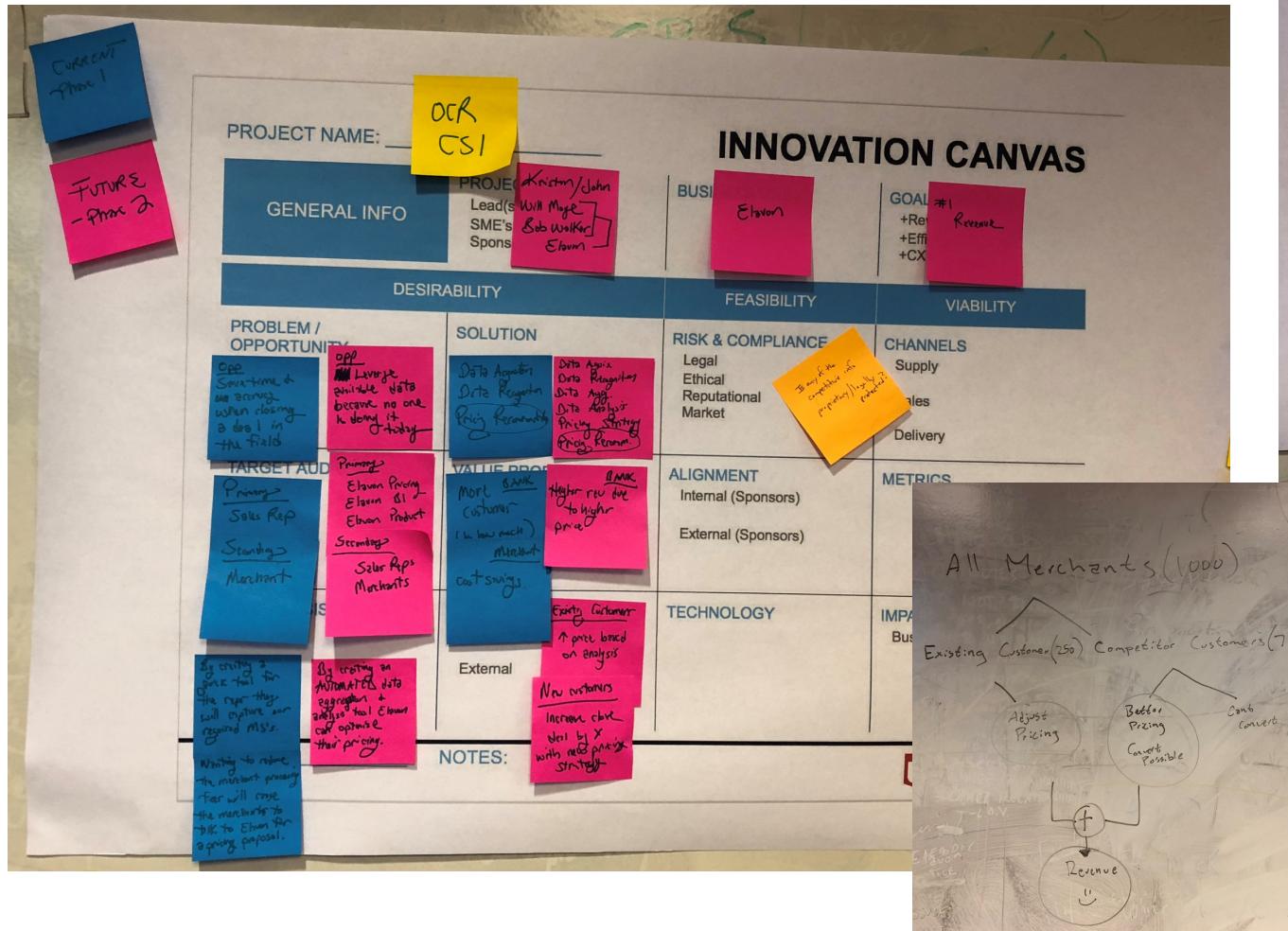
GENERAL INFO	PROJECT TEAM	BUSINESS LINE(S)	GOAL CATEGORY
	LEAD(S): MONING SME'S: CPS, MASTERCARD SPONSORS: R&D - MONING	CPS FLEET CARD GROUP LEAD(S): LACHINSKI SME'S: LIM, LINDSAY	+ REVENUE + EFFICIENCY + CX
PROBLEM / OPPORTUNITY	DESIRABILITY SOLUTION	FEASIBILITY RISK & COMPLIANCE	VIABILITY CHANNELS
Fleet managers face challenges with existing open-loop fleet card product offerings regarding employee theft, accurate data entry, and product flexibility.	SOLUTION A general purpose MC fleet card paired with an OBD II telematics device and a digital platform with: <ul style="list-style-type: none"> Strong driver authentication Spend controls & unlock features Automated data entry from the vehicle 	RISK & COMPLIANCE <ul style="list-style-type: none"> BCI in process MOU with Mastercard in process SOW needed with Mastercard ??? on TPRM need for telemetrics partner 	CHANNELS Words go here...
CUSTOMER(S)	VALUE PROP(S)	ALIGNMENT	METRICS
Primary - The Fleet Owners/Managers of small fleets, using cars to light trucks, (preferably new economy fleets willing to move from the one fleet card per vehicle paradigm, to a one fleet card per driver paradigm.) Secondary - The Fleet Drivers tired to the disconnected product experience	VALUE PROP(S) <small>[THESE VALUE PROPS STILL NEED TO BE TESTED FOR AGREEMENT WITH FLEET MANAGERS]</small> <ul style="list-style-type: none"> Fuel unlock with overspend alerts Per diem unlock for extended assignments Vehicle service & parts unlock Meals and gen purpose ad hoc unlock Potential to open other use cases given the general purpose nature of the card 	ALIGNMENT <ul style="list-style-type: none"> Already have gained sponsorship from CPS Fleet Group for a POC with potential pilot Mastercard Labs and Innovation aligned on IoT nature of project Working with Mastercard to source an external OBD II Telemetrics provider that matches CPS' preferences 	METRICS Words go here...
HYPOTHESIS	MARKET	TECHNOLOGY	IMPACT
<ul style="list-style-type: none"> Fleet managers will like the real-time command and control of their purchasing card decisions made possible by real-time telemetrics Drivers will like the automation of previously manual processes (data input, phone calls for permissions) 	The opportunity is vast with \$23 Billion in GDV spent on less featured solutions as well as further incremental GDV from additional supported use cases. <small>[CHECK WITH TRAVIS ON USB VOLUME]</small> The telemetrics market has experienced a great deal of M&A activity in the past 3-5 years and is "expected to grow from USD 7.31 Billion in 2017 to USD 18.43 Billion by 2022, at a Compound Annual Growth Rate (CAGR) of 20.3%."	TECHNOLOGY <ul style="list-style-type: none"> TSYS1 platform for CPS Mastercard's Identity Check Mobile and Spend Alerts & Controls [Web?] App to be created or modified in a telemetrics app (similar to Voyager Fleet Commander Online) 	IMPACT Words go here...

EXAMPLE 2: OCR STATEMENT PROJECT



EXAMPLE 2: OCR STATEMENT PROJECT

CANVAS WORKSHOP NOTES



SAMPLE 2: OCR STATEMENT PROJECT

CANVAS PROGRESSION

USB INNOVATION CANVAS

V2

OCR CSI

GENERAL INFO		PROJECT TEAM	BUSINESS LINE(S)	GOAL CATEGORY
		KRISTIN HOGUE: FRAME, INNOVATION JOHN HARASYN, INNOVATION WILL MOYE, ELAVON PRICING BOB WALKER, ELAVON	ELAVON	REVENUE
DESIRABILITY		FEASIBILITY	VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS	
THERE IS COMPETITIVE PRICING DATA AVAILABLE THAT IS NOT BEING USED TO ITS FULLEST POTENTIAL.	CENTRALIZED REPOSITORY OF COMPETITOR PRICING DATA			
CUSTOMER(S)	VALUE PROP(S)	ALIGNMENT	METRICS	
PRIMARY: ELAVON PRICING TEAM SECONDARY: SALES REPS	BANK: INCREASE REVENUE PRICING TEAM: OPTIMIZE PRICING, INCREASE REVENUE			
HYPOTHESIS	MARKET	TECHNOLOGY	IMPACT	
<ul style="list-style-type: none"> BY LEVERAGING THE DATA WE CAN OPTIMIZE PRICING STRATEGIES BY LEVERAGING THE DATA WE CAN INCREASE MARGINS ON CLOSED DEALS 	EXISTING CUSTOMERS: INCREASE PRICE BASED ON ANALYSIS NEW CUSTOMERS: INCREASE CLOSED DEALS BY X WITH NEW PRICING STRATEGY	OCR & AI		

USB INNOVATION CANVAS

V1 @ WORKSHOP

OCR CSI

GENERAL INFO		PROJECT TEAM	BUSINESS LINE(S)	GOAL CATEGORY
		KRISTIN HOGUE: FRAME, INNOVATION JOHN HARASYN, INNOVATION WILL MOYE, ELAVON PRICING BOB WALKER, ELAVON	ELAVON	REVENUE
DESIRABILITY		FEASIBILITY	VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE	CHANNELS	
LEVERAGE AVAILABLE DATA BECAUSE NO ONE IS DOING IT TODAY	<ol style="list-style-type: none"> DATA ACQUISITION DATA RECOGNITION DATA AGGREGATION DATA ANALYSIS PRICING STRATEGY PRICING RECOMMENDATION-TO SALES TEAM 			
CUSTOMER(S)	VALUE PROP(S)	ALIGNMENT	METRICS	
PRIMARY: ELAVON PRICING, BI AND PRODUCT SECONDARY: SALES REPS, MERCHANTS	BANK: HIGHER REVENUE DUE TO HIGHER PRICE			
HYPOTHESIS	MARKET	TECHNOLOGY	IMPACT	
BY CREATING AN AUTOMATED DATA AGGREGATION AND ANALYSIS TOOL ELAVON CAN OPTIMIZE THEIR PRICING	EXISTING CUSTOMER: HIGHER PRICED BASED ON ANALYSIS NEW CUSTOMERS: INCREASE CLOSED DEALS BY X WITH NEW PRICING STRATEGY			

SAMPLE 2: OCR STATEMENT PROJECT

LEARNING PLAN FROM CANVAS ACTIVITIES

- Conduct research on how our competitors are analyzing competitive data
- Analyze internal vs. external resources to build the user dashboard
- Find out what we analyze in our internal data and pricing (trends, etc.) to set pricing strategies
- Determine how many statements we need to make this successful
- Research why business owners seek out new pricing, and why Elavon?
- Measure impact of overall project, as a revenue-generating project
 - Define overall Elavon market and who would benefit from this (by volume, pricing category...)
 - How much is a deal worth over a lifetime?
 - Separate out benefit Elavon would see for incremental clients vs. pricing changes on existing customers

EXAMPLE 3:

CADRE



EXAMPLE 3: CADRE

CPS - CADRE

LEARNING PLAN / CRITICAL PATH
2017 DEC – JAN 2018

THE U.S. BANK INNOVATION CANVAS

A TOOL TO FACILITATE ALIGNMENT, RIGOR, AND PRIORITIZATION

seiji.takemoto@usbank.com

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE		CHANNELS	
TARGET AUDIENCE(S)	VALUE PROPOSITIONS	ALIGNMENT		METRICS	
HYPOTHESIS	MARKET	TECHNOLOGY		IMPACT	

LEARNING PLAN – JANUARY 2018

IN PREP FOR JAN 30, FOCUS OUR LEARNING PRIMARILY ON DESIRABILITY,
WITH FOUNDATIONAL CONVERSATIONS IN FEASIBILITY.

DESIRABILITY		FEASIBILITY		VIABILITY	
PROBLEM / OPPORTUNITY	SOLUTION	RISK & COMPLIANCE		CHANNELS	
TARGET AUDIENCE(S)	VALUE PROPOSITIONS	ALIGNMENT		METRICS	
HYPOTHESIS	MARKET	TECHNOLOGY		IMPACT	

EXAMPLE 3: CADRE

WHAT WE BELIEVE RIGHT NOW



SOLUTION & VALUE PROPOSITION

SOLUTION:

Cadre eliminates the glut of manual labor associated with expense reports by automating the collection and management of expense data as well as the enforcement of travel policy rules.

Cadre uses a real-time chat interface combined with predictive analytics capabilities to simplify the travel booking and expense management process as all critical reporting data is captured up-front or in near real-time during travel.

A pre-authorized virtual card is embedded within the application and is tied to a traveler's mobile wallet, allowing them to pay for expenses. The parameters of the virtual card are based on the company's travel policies, which are also integrated fully within the application.

CUSTOMER VALUE-PROPOSITION

Traveler

- No expense report to file – faster and easier than today

Traveler's Company

- Faster reconciliation of expenses
- More accurate expense details
- Improved policy compliance

BANK VALUE-PROPOSITION

- U.S. Bank earns revenue from every transaction conducted with the virtual card.
- As the corporate card dies, a new revenue stream is created through an emerging payment method.



CUSTOMER, PROBLEM, & HYPOTHESIS

CUSTOMER

Middle-market companies who experience a significant portion of their expenses that are not applied to **Corporate Cards** (e.g. Out-of-pocket cash, personal cards)

AND/OR

Small-to-Middle sized companies who do not have a **Corporate Card** program nor very structured travel policy + travel management company (e.g. St. Paul Hotel)

PROBLEM

Companies invest a disproportionately high amount of effort (e.g. employee time, number of handoffs) into administering the expenses of travelers who do not use a corporate card (e.g. infrequent travelers, board members, interview candidates)

HYPOTHESIS

By combining virtual card as a payment mechanism and a UI based modern-day expectations in mobile-first design, real-time data exchange, and predictive analytics, U.S. Bank can significantly reduce the level of administration effort required for non-corporate card expenses.



EXAMPLE 3: CADRE

LEARNING PLAN – JANUARY 2018

ACTIVITY NAME	FOCUS AREA / ASSUMPTION TO PROVE	CATEGORY	METHOD	TIMING	OWNERS
Test w/ Travelers	Travelers are ready for a completely new expenses UX	Desirability	<ul style="list-style-type: none"> Traveler Interviews w/ Prototype v1 	<ul style="list-style-type: none"> Early Jan. 	TP, ST, CC
Define The Problem w/ Companies	Non corporate-card expenses require a significant amount of time and resources to administer and manage.	Desirability	<ul style="list-style-type: none"> Travel Manager Interviews w/ Prototype v1 	<ul style="list-style-type: none"> Early Jan. 	TP, ST, CC
The State of Mobile Pay	There are enough merchants who have adopted a mobile payment platform to make Cadre usable.	Desirability	<ul style="list-style-type: none"> Secondary Research Expert Interviews 	<ul style="list-style-type: none"> Early Jan. 	CC, BM
Find Early Adopter Companies	We can sign-up several early adopters (i.e. companies who are willing to try the new experience)	Desirability	<ul style="list-style-type: none"> Travel Manager Interviews w/ Prototype v1 	<ul style="list-style-type: none"> Early Jan. 	TP, BM, ST
Partners - TMC	TMC partners will be willing to lead the travel management part of Cadre	Feasibility	<ul style="list-style-type: none"> Partnership Conversations w/ Prototype v1 	<ul style="list-style-type: none"> Early Jan. 	BM, TP
Partners – Expense Companies	Expense reporting partners will be willing to lead the back-end expense management part of Cadre	Feasibility	<ul style="list-style-type: none"> Partnership Conversations w/ Prototype v1 	<ul style="list-style-type: none"> Early Jan. 	BM, TP
Satisfy The Accountants	The accountants / controllers can get all of the information they need from a UX that is as fluid as Cadre	Desirability	<ul style="list-style-type: none"> Accountant Interview w/ Prototype v1 + Card Sort 	<ul style="list-style-type: none"> Mid Jan. 	TP, ST, SHB, CC
Executive Enrollment	U.S. Bank can earn executive support and funding.	Feasibility	<ul style="list-style-type: none"> Conversation w/ Jeff Jones Pitch @ Payments Committee 	<ul style="list-style-type: none"> w/o 1/15 Jan. 30 	TP, BM, SHB



Q & A . . . BREAK



***"You shouldn't do things differently
just because they're different. They
need to be... better."***

- Elon Musk



TEAM & TIME MANAGEMENT



TIME MANAGEMENT

Overview

You may already be a time management master, but the ambiguous journey of bringing a new idea to life can render some techniques less effective. Here is a list tips that we like, we hope they help you, too.

High-level tips

These are helpful general tips from accelerator programs like; *The Founder Institute*, *Y Combinator*, and *Techstars* written up by [FastCompany](#).

#1 Avoid the email time suck*

Schedule your email. Instead of answering emails all day long, find 2-3 times a day to do all of your email activities. *The one exception is when you're recruiting folks for interviews. You should get back to them ASAP.

#2 Choose your most important goal each week

Do the work of figuring out what really matters and prioritize what the most important thing you need to focus on at the cost of the less important things.

Also, don't get urgent confused with important. It's easy to spend a large portion of your day dealing with issues that are urgent instead of focusing your energy on the most important thing you need to prioritize to make your idea work.

#3 Say “NO” when you need to

It's easy to feel like you should, or need to, take on as much as you can to move your idea forward. However, an important skill to develop is where and when to say no.

TIME MANAGEMENT

Use the time you have . . .

#4 Take breaks to prevent burnout

Don't forget to take time to recharge. Six hours of good productivity is better than eight hours of mediocre work. Breaks also allow you to step back from the problem at hand and view it from a different angle when you return to it refreshed.

#5 Skip some meetings

Creative problem solving takes time, uninterrupted time. Beware of the "M&M's" (Meetings and Managers). Jason Fried, from 37 Signals, found that M&M's are more disruptive than what we perceive to be distracting, e.i. - web surfing and Facebook at work. You may not be able to say no to a managers request, but if you're not needed in a meeting use that time to focus on your top priorities instead.

#6 Write it on paper

Write down everything you have to do on a piece of paper. Resist the urge to use technology for this task. Why? I'm not sure, but somehow writing on paper — and then crossing things out — creates momentum.

#7 Get your momentum going

Spend no more than 15 minutes knocking out as many of the easiest, fastest tasks as you can. Make your quick phone calls. Send your short emails. Don't worry about whether these are the most important tasks on your list. *You're moving.* The goal is to cross off as many items as possible in the shortest time. Use a timer to keep you focused.



TIME MANAGEMENT

Work hard and smart . . .

#8 Shift to the highest priority

When 15 minutes are up, turn off your phone, close down all the windows on your computer, and choose the most daunting thing on your list, the one that instills the most stress or is the highest priority. Then work on it and only it — without hesitation or distraction — for 35 minutes.

#9 Take a break

After 35 minutes, take a break for 10 minutes and then start the hour-long process over again, beginning with the 15 minutes of quick actions.

#10 Collaborate!!!

Make good use of your project team and divide and concur our project / learning plan. Don't spend hours and hours in team meetings. Generate agendas and put a time limit on all team meetings. Reach outside your team to find others to collaborate on specific areas of your project. Don't forget . . . this is **Team Sport!**

TEAM COLLABORATION

Meeting Tips

Outside of the meetings **design or format**, here are tips on how to conduct a meeting . . .

Folks at Asana **reserve 5** mins at the end of the meeting to make sure everyone knows what they're responsible for.

Google uses a silent technique called '**note and vote**' when making group decisions. This makes sure all voices in a team are considered. This trick is helpful to avoid 'group think.'

At **Pixar** directors expect to be challenged by '**productive conflict**' to help them develop their idea more. Debate or simply asking 'why?' can help illuminate gaps in thinking or additional work streams that need to be addressed. NOTE - It's important to set expectations on what is productive vs. what is simply being negative. Please use your EQ here, and be attentive to what works for your teammates.

Alone Time

The work place can easily become the most inefficient place to get meaningful work done (Why work doesn't happen at work - Jason Fried) Much of this is due to not having the alone time you need to get into a rhythm or a state of 'flow.' To combat this companies are trying things like "**No talk Thursdays**" or "**No meeting Wednesdays**" to give people the alone time they need to get the real work done. Think of how you can design for "productive time" or avoid having unnecessary meetings?

TEAM COLLABORATION

More Meeting Tips

Physical Space

If your team is located in the same place, consider how can you redesign a common area to display work visually, e.i. - progress boards, innovation canvas, data synthesis. This not only creates alignment (making sure everyone is on the same page), but momentum (as the visual elements evolve).

If meeting virtually, create virtual “white boards” and living documents that you can build on as your project progresses. Take full advantage of online collaboration tools such as Yammer, Sharepoint, etc.

Social Connection

It's no secret that people work better if you trust your team, so consider creating traditions or rituals to build trust. As they say at Atlassian, “Don't underestimate the power of regular coffee.”

Iterate

It's important to give habits time to form, but this needs to be balanced with what is working and not working for your team.

Additional reading

Overcoming Common Barriers to Collaboration, [Part One](#) & [Part Two](#)



ONLINE TOOLS

Matt & Russ

The IIR Toolbox



INTERNAL

- Microsoft
 - SharePoint
 - Yammer
 - Outlook
 - OneNote
- Idea Place

EXTERNAL

- Multiple
 - Startup Stash
 - IDEO
 - Survey Tools
 - Research Outlets

SharePoint



Our central hub for all things IIR

What is it?

- The Bank's native platform for content, licensed through Microsoft

What do we use it for?

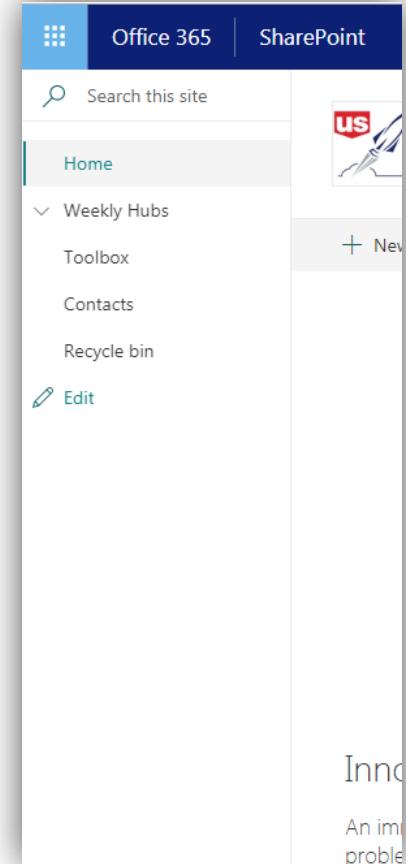
- Repository of course materials
- Links to other tools
- Distribution of assignments
- Passing announcements
- Meetings calendar
- Contacts lists

How do I get to it?

- You have been added as a member
- Go to the link below:
<https://usbank.sharepoint.com/teams/entinnov-iir>
- Various sections to navigate and explore
- If your mobile device is provisioned, download the mobile app
 - Employee Mobility US Book Community

Where can I get help?

- Access [IIR tools resources page](#)
- Go to [Microsoft's SharePoint Support Page](#)



Inno
An im
prob

Yammer



Our messaging and social platform

What is it?

- The Bank's native social interaction platform, licensed through Microsoft
- IIR Group created for your cohort

What do we use it for?

- IIR Announcements and Updates
- Class interaction
- Weekly topical discussions

How do I get to it?

- You have been (or will soon be) added to the group
- Go to the link below:
 - https://www.yammer.com/usbank.com/#/threads/inGroup?type=in_group&feedId=14436294&view=all

Where can I get help?

- Access [IIR tools resources page](#)
- Go to [Microsoft's Yammer Support Page](#)

The screenshot shows the Yammer interface with the following elements:

- Header:** Office 365 | Yammer
- Top Bar:** Home, Mail, Notifications, Settings, Search bar.
- Groups Section:** US BANK GROUPS, Innovation Team, **Innovator-in-Residence (IIR)...** (highlighted).
- Group Details:** All Company (20), Create a group, Discover more groups.
- Bottom Section:** PRIVATE MESSAGES.

Outlook



Your email and calendar management tool

What is it?

- The Bank's native email access and calendar/task management application, licensed through Microsoft

What do we use it for?

- Email management when emails are needed
- Email team communication
- Shared calendar viewing
- Task completion & tracking (if/when used)

How do I get to it?

- Access your desktop app, or
- Access the web app at the link below
 - <https://outlook.office.com/owa/?realm=usbank.com>

Where can I get help?

- Access [IIR tools resources page](#)
- Go to [Microsoft's Outlook Support Page](#)

A screenshot of the Microsoft Outlook web interface. The top navigation bar shows "Office 365" and "Outlook". Below it is a search bar labeled "Search Mail and People". The left sidebar contains a navigation pane with "Folders" (selected), "Favorites" (expanded), "Born, Matthew A" (under Favorites), and "Groups" (expanded). At the bottom of the sidebar are icons for Mail, Calendar, People, and Tasks.

OneNote



Your notes management tool for IIR

What is it?

- The Bank's native note-taking and notebook organization application, licensed through Microsoft

What do we use it for?

- General note-taking, ideation, meetings, sharing of resources/templates

How do I get to it?

- Each team has a notebook for your project
 - In your team's folder on SharePoint
- Access the first time in SharePoint, then later:
 - Can access on your Desktop app, or
 - Can access the web app at the link below
 - <https://www.onenote.com/>
- Notebook has standard templates, but feel free to add more and make it your own!

Where can I get help?

- Access [IIR tools resources page](#)
- Go to [Microsoft's OneNote Support Page](#)

The screenshot shows the Microsoft OneNote application window. The ribbon menu is visible at the top with tabs like FILE, HOME, INSERT, DRAW, HISTORY, REVIEW, and VIEW. The 'HOME' tab is selected. Below the ribbon is a toolbar with various icons for cutting, pasting, and formatting. A clipboard section shows recent items. The main content area is titled 'Team Brainstorming' and includes a timestamp 'Friday, April 13, 2018 11:23 AM'. The page features a 'Value Proposition Canvas' template. The canvas is a square divided into four quadrants: 'Gain Creators' (top right), 'Pain Relievers' (bottom right), 'Products & Services' (bottom left), and 'Customer Segments' (top left). There are icons for a gift box, a line graph, and a pill.

External Tools

startupstash.com

What is it?

- External resource with curated directory of resources & tools to help you build your Startup (e.g. your IIR project).

What do we use it for?

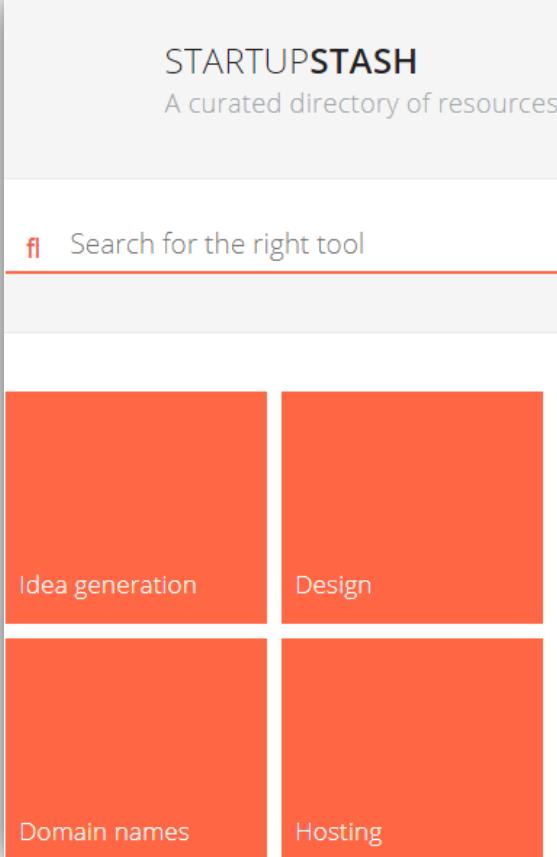
- Multiple potential tools across idea generation, design, market research, mockups & wireframing, etc
- Note that many of these tools are paid and/or may not be accessible on the Bank network – we provide this list and welcome you all to try them out and share feedback on which worked well or not

How do I get to it?

- Go to the link below
 - <http://startupstash.com>

Where can I get help?

- Access [IIR tools resources page](#)
- Explore the startupstash website for help



STARTUPSTASH
A curated directory of resources

Search for the right tool

Idea generation	Design
Domain names	Hosting

Idea Place

Concept development checklist (i.e. action items)

What is it?

- Internal idea management, collaboration, and crowdsourcing platform

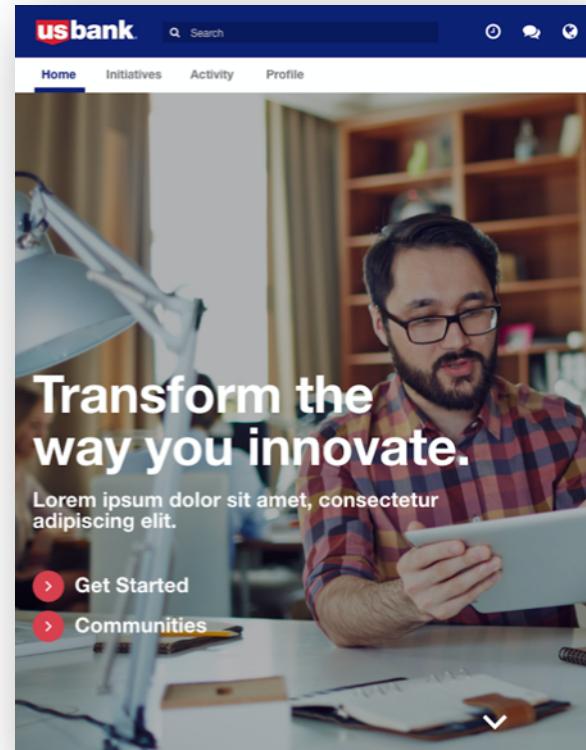
What do we use it for?

- Update and check-in concept deliverables
 - Innovation Canvas sections (e.g. Market, Value Proposition, etc.)
 - Links to artifacts (e.g. Learning Plan, Problem Pitch Deck, Journey Map, etc.)
 - Acknowledge completion of Mood Survey

How do I get to it?

- Go to the link below
 - usbank.brightidea.com
 - Link in system email notifications you will receive when new deliverables are assigned
- Contact Russ Gowda
 - rohith.gowda@usbank.com

Where can I get help?



***Idea Place will be going through a site redesign on Friday 04/20/2018.

Idea Place

Completing action items / deliverables.

The screenshot shows the U.S. Bank Idea Place interface. On the left, there's a sidebar with navigation links like Member, Command Center, Action Items (which is selected), Pipelines, and various backup and setup options. The main area has a header "My Action Items / 2018 Innovator-In-Re" and a sub-header "BEST IDEA EVER". It displays a lightbulb icon with "0 POINTS" and a note that it's hidden. Below this is a table of action items:

Action Item	Description	Due Date
You have been assigned a Development action item for BEST IDEA EVER	Setup	Due in 1 month
You have been assigned a Development action item for abc	Test	Due in 3 days
You have been assigned a Development action item for Feedback (res)	Feedback (res)	Due 21 hours ago
You have been assigned a Development action item for Feedback (res)	Feedback (res)	Due 21 hours ago
You have been assigned a Review action item for Adjustment letter of advice to commercial customer viewable ...	Review	Due Apr 5 2019
You have been assigned a Review action item for headphones	Review	Due Apr 3 2019

Below the table, there are several input fields labeled "Business Line (Development Field)", "Primary Value Driver (Development Field)", "Problem / Opportunity (Development Field)", "Target Audience(s) (Development Field)", and "Hypothesis (Development Field)". A note in this section says "Reference of all data inputted for respective project (left panel)".

A large callout box highlights the first step: "1. Click on 'Action Item' via Idea Place OR via URL provided in system generated email notification".

The right side of the screen shows a detailed view of an action item for "BEST IDEA EVER". It includes sections for "Hypothesis", "Team Roster (URL)", "Canvas (URL)", "Learning Plan (URL)", and "Mood Survey Complete (Y/N)*". A note here says "2. Fill in relevant information in respective fields".

At the bottom right, there are "Save" and "Mark Complete" buttons. A final callout box highlights the third step: "3. Click 'Mark Complete' when finished".



KEY DATES

KEY ACCELERATOR DATES

PRE CALL 1 – WED – APRIL 18 = **INTRO WORKSHOP – 3 HRS**

PRE CALL 2 – WED – APRIL 25 = Secondary Research *[Optional]*

PRE CALL 3 – WED – May 2 = Primary Research *[Optional]*

WEEK 1 – WED – MAY 9 = **KICKOFF CALL – 2 HRS**

WEEK 2 – WED – MAY 16 = **Research**

WEEK 3 – WED – MAY 23 = **Empathy**

WEEK 4 – WED – MAY 30 = **Synthesis**

WEEK 5 – WED – JUNE 6 = **Value Propositions**

WEEK 6 – WED – JUNE 13 = **PROBLEM PITCHES – TBD**

WEEK 7 – WED – JUNE 20 = **Journey Mapping**

WEEK 8 – WED – JUNE 27 = **M.V.P. & Experimentation**

***** JULY 4TH WEEK = OFF / BREAK *****

WEEK 9 – WED – JULY 11= **DESIGN WORKSHOP – 4 to 8 HRS**

WEEK 10 – WED – JULY 18 = **Solution Refinement**

WEEK 11 – WED – JULY 25 = **Story Telling**

WEEK 12 – WED – AUGUST 1 = **FINAL PITCHES – TBD**

SHARKTANK(S) – AUGUST 1+ = **PITCH TO LEADERS / CULTIVATE (TBD)**

April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4

MEETINGS:

MAIN = WED – 1 PM CST / MAKE-UP = THUR – TBD / “OFFICE HOURS”



Q & A





ACTION ITEMS

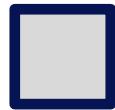


ACTION ITEMS: PRE-WEEKS



Collaboration Tools

- Access IIR collaboration tools and become familiar.
- Add/invite team members (if applicable) to collaboration tools team pages.
- Attend Collaboration Tool “office hours” if need be.



Idea Place Profile

- Confirm Idea Place profile in IIR Accelerator instance.
- Focus on **PROBLEM**, **CUSTOMER**, and **HUNCH** categories.
- Add team members to invite list.



Team Roster Doc

- Fill in Team Roster Doc = File located on Sharepoint.
- Save to your Sharepoint team folder.
- Email a copy to DC.



Team Profile Page

- Fill in Team Profile Page = File located on Sharepoint.
- Save a copy to your Sharepoint team folder.
- Email a copy to DC



Innovation Canvas

- Fill in first draft of Innovation Canvas – File located on Sharepoint.
- Focus on **PROBLEM**, **CUSTOMER**, and **HUNCH** categories.





INNOVATION INSPIRATION



INNOVATION BOOKS

Top 20

- **Becoming Steve Jobs** - Brent Schlender and Rick Tetzeli
- **Charlie and the Chocolate Factory** - Roald Dahl
- **Orbiting the Giant Hairball** - Gordon MacKenzie
- **Thoughtless Acts?** - Jane Fulton Suri
- **101 Design Methods** - Kumar
- **The Innovation Journey** - Van de Ven, Polley, Garud, Venkataraman
- **Whiplash** - Joi Ito and Jeff Howe
- **Biomimicry** - Janine M. Benyus
- **Metaphors We Live By** - George Lakoff and Mark Johnson
- **Poke the Box** - Seth Godin
- **The Complete Book of Five Rings** - Musashi
- **Zen Mind, Beginner's Mind** - Shunryu Suzuki
- **The Ten Faces of Innovation** - Tom Kelley
- **Well Designed** - Jon Kolko
- **Superintelligence** - Nick Bostrom
- **The Innovator's Dilemma** - Clayton Christensen



- **Blue Ocean Strategy** - W. Chan Kim and Renée Mauborgne
- **In the Bubble** - John Thackara
- **The Startup Owners Manual** - Steve Blank
- **Business Model Canvas** - Osterwalder
- **Additional reference lists:**
 - <https://www.wired.com/2016/09/marc-andreessens-book-collection-explains-silicon-valley/>
 - <https://medium.com/@zackkanter/open-sourcing-marc-andreessens-library-ab263bc11367>



NEXT CALL – PRE WEEK 2

Wednesday – April 25th – 1 PM CST

OPTIONAL