

04.25.18

INNOVATOR-IN-RESIDENCE



Building our future through innovation.

**PRE-WEEK 2  
SECONDARY RESEARCH**

***“All growth depends upon activity.  
There is no development physically  
or intellectually without effort, and  
effort means work.”***

- Calvin Coolidge

10 MIN



# WELCOME & INTROS



# PRE-WEEK 2 SECONDARY RESEARCH

## AGENDA

- Welcome & Introductions [10 MIN]
- Key Tools Update [10 MIN]
- Secondary Data – Intro [5 MIN]
- Secondary Data – Deep Dive [20 MIN]
- Q&A [5 MIN]
- Key Dates (3 MIN)
- Action Items [3 MIN]
- Inspiration [2 MIN]
- Wrap Up [2 MIN]

# INTRODUCTIONS

Stephanie Hammes-Betti



Valerie Lancelle



Russ Gowda



Matt Born



John Kaiser

Dakota Crow (Andrew)

# 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



# KEY TOOLS UPDATE



## TODAY'S TOOL BOX

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

# IIR TEAM ROSTER



## Team Member

## Roles & Responsibilities

	Founder

## Internal Stakeholders

## Business Line / Subject Matter Expertise

	Manager

TEAM NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

# 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 PROFILE

TEAM NAME: \_\_\_\_\_

FOUNDER(S): \_\_\_\_\_

TEAM MEMBERS:  
\_\_\_\_\_

PROBLEM:

CUSTOMER(S):

HUNCH:

IMPACT ESTIMATE: \$\_\_\_\_\_



TEAM  
IMAGE

FOUNDER (S)  
IMAGE

SPRING 2018

# 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

ACCELERATOR FOCUS

# LEARNING PLAN v1

TEAM: \_\_\_\_\_



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



# ONLINE TOOLS

## Tech Support

# 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](#)

The screenshot shows the SharePoint Home page. At the top, there is a navigation bar with icons for Home, Office 365, and SharePoint. Below the navigation bar is a search bar labeled "Search this site". The main content area has a "Home" section highlighted in grey. Other sections visible include "Weekly Hubs", "Toolbox", "Contacts", and "Recycle bin". On the right side, there is a "New" button and an "Edit" button. The background of the page features a watermark of the U.S. Bank logo and a stylized pen nib graphic.

# 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](#)

A screenshot of the Microsoft OneNote app interface. The top navigation bar includes FILE, HOME, INSERT, DRAW, HISTORY, REVIEW, and VIEW. The HOME tab is selected. The ribbon also shows CUT, COPY, PASTE, and FORMAT PAINTER options. The clipboard section shows a thumbnail of a document titled "Innovation Team -- Innovator-in-Resi... Spring 2018 Cohort". The main content area is titled "Team Brainstorming" and shows a timestamp of "Friday, April 13, 2018 11:23 AM". Below the title is a diagram titled "The Value Proposition Canvas". The canvas is a square divided into four quadrants: "Gain Creators" (top-right), "Pain Relievers" (bottom-right), "Products &amp; Services" (bottom-left), and "Value Proposition" (top-left). There are icons for a gift box, a line graph, and a pill. The footer of the slide credits "Innovation Strategist LLC" and "The University of Michigan School of Information and Strategy".

# 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](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 includes "Office 365" and "Outlook". Below the bar is a search field labeled "Search Mail and People". The left sidebar shows a navigation pane with "Folders" (selected), "Favorites" (expanded), "Born, Matthew A" (under Favorites), and "Groups" (under Favorites). At the bottom of the sidebar are icons for Mail, Calendar, Contacts, and Tasks.

# 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?

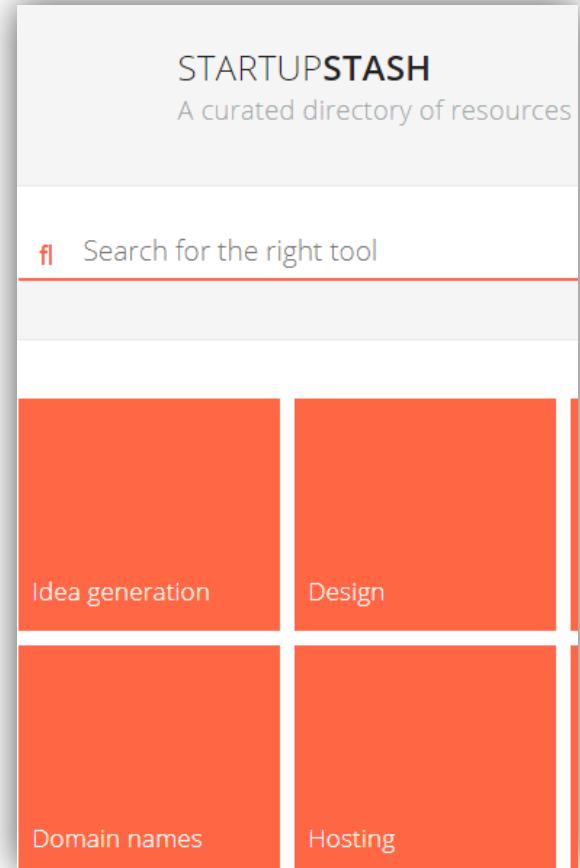
- Multiple potential tools across idea generation, design, market research, mockups & wireframing, etc
- Note that many of these tools are paid and/or may not be accessible on the Bank network – we provide this list and welcome you all to try them out and share feedback on which worked well or not

### 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?

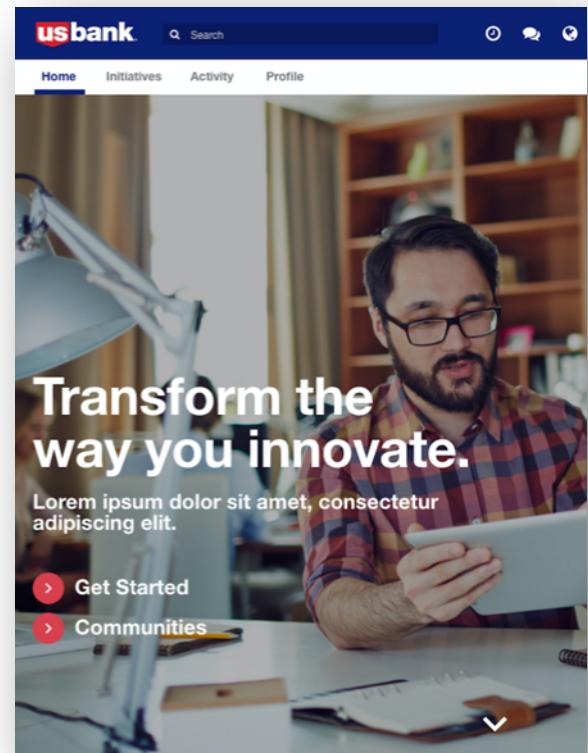
- Update and check-in concept deliverables
  - Innovation Canvas sections (e.g. Market, Value Proposition, etc.)
  - Links to artifacts (e.g. Learning Plan, Problem Pitch Deck, Journey Map, etc.)
  - Acknowledge completion of Mood Survey

### 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

### Where can I get help?

- Contact Russ Gowda
  - rohith.gowda@usbank.com



\*\*\*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 summary card with "0 POINTS" and a lightbulb icon, stating "This idea is hidden." Below this is a list of action items:

- 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) Due 21 hours ago
- You have been assigned a Development action item for 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 list are sections for "Description", "Attachments (0)", and "Business". A note at the bottom left says: "Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ut enim ad minim veniam, quis nostrud exercitation ullamco laborum. nisi ut aliquip ex ea commodo consequat. Duis aute mollit anim id est laborum. non proident, sunt in culpa qui officia deserunt mollit anim id est laborum." To the right of the list, a large callout box contains the instructions:

1. Click on "Action Item" via Idea Place OR via URL provided in system generated email notification
2. Fill in relevant information in respective fields
3. Click "Mark Complete" when finished

The right side of the screen shows a detailed view of an action item titled "BEST IDEA EVER". It includes sections for "Hypothesis", "Team Roster (URL)", "Canvas (URL)", "Learning Plan (URL)", and "Mood Survey Complete (Y/N)". Buttons for "Save" and "Mark Complete" are at the bottom.



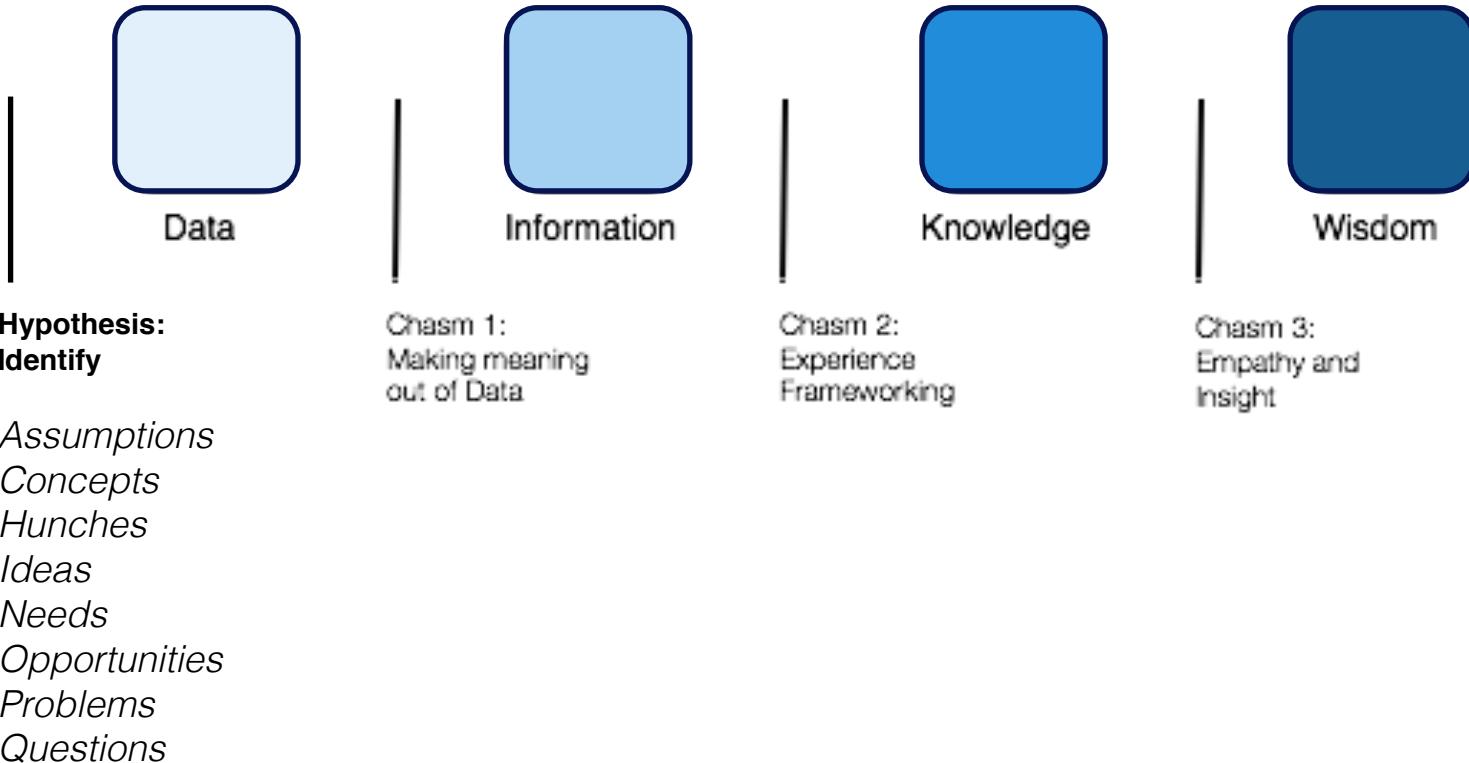
# SECONDARY DATA - INTRO



***"Do your homework and keep good files. Know the background and biases of your sources."***

**- Jane Brody**

# LEVELS OF UNDERSTANDING



# TYPES OF RESEARCH

## PRIMARY

**Primary Research** is research you conduct yourself (or hire someone to do for you.) It involves going directly to a source —usually customers and prospective customers in your target market — to ask questions and gather information. Examples of primary research are:

- *Interviews (telephone or face-to-face)*
- *Surveys (online or mail)*
- *Questionnaires (online or mail)*
- *Focus groups*

When you conduct primary research, you're typically gathering two basic kinds of information:

- **Exploratory.** This research is general and open-ended, and typically involves lengthy interviews with an individual or small group.
- **Specific.** This research is more precise, and is used to solve a problem identified in exploratory research. It involves more structured, formal interviews.

Primary research usually costs more and often takes longer to conduct than secondary research, but it gives conclusive results.

## SECONDARY

**Secondary Research** is a type of research has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry. Especially for small businesses with limited budgets, most research is typically secondary, because it can be obtained faster and more affordably than primary research.

A lot of secondary research is available right on the Web, simply by entering key words and phrases for the type of information you're looking for. You can also obtain secondary research by reading articles in magazines, trade journals and industry publications, by visiting a reference library, and by contacting industry associations or trade organizations. (Note: When you locate the research you want, check its publication date to be sure the data is fresh and not outdated.)

# SECONDARY RESEARCH

## Inform your idea

- Doing research before you get in front of customers will help you understand the context around your problem. For example, what are the macroeconomic forces and key trends that effect your idea? What's happening in your industry or market? What are the recent innovations related to your idea space? What solutions exist and how have they worked or failed? A foundation of information to work from, or return to, during your journey is extremely valuable.
- \*Remember: You'll create your own qualitative research later in the program, so use this as more "facts and figures" gathering.

### Consider

- Before opening your browser to the Googles, pause and ask yourself:
- What am I trying learn? Where are the best places to look for answers?

### Good place to start

- The bank has access to vast amounts of research you can access via US Book, All Research. Here, you'll will find a collection of syndicated, competitive, customer and primary banking research. All materials are provided by the various research teams across the organization. [Click here](#) to access the All Research community.
- If you have issues access reports or need help narrowing your search contact Valerie Lancelle via email [valerie.lancelle@usbank.com](mailto:valerie.lancelle@usbank.com) or tel. 414-765 -6550

## Additional Resources

### *Additional resources to consider:*

#### **Recent news:**

Check out newspapers, journals, magazines to quickly get up to speed and learn about any recent news.

#### **Scientific research:**

[Google Scholar](#)

#### **Startup activity:**

[Crunchbase](#)

#### **Statistics:**

[Statista](#) (some content requires premium account)

#### **Other:**

[Government Census data](#)

[Pew Research](#)

[World Bank](#)

[International Monetary Fund](#)



## SECONDARY DATA - DEEPER



# What is secondary research?





## Why consider secondary research?

- Economical and quick
- Provides synthesis or summary of completed primary research efforts
- Good source for analysis, thought and discussion

# A variety of subjects can be explored



PEOPLE



OUR INDUSTRY



TRENDS





## Why should you think about trends?

The importance of looking ahead

Hindsight is 20/20





## Discovering trends

# Formal trend discovery: market research

- There is a large range of commercially available market research on a wide array of emerging topics and consumer segments
- Take care to understand the perspectives or point of view of the firm and how the data is analyzed / synthesized and reported

 <p><b>WHO WE TRACK</b> Millennials 13-30 (born 1978 to 1995), including tweens, teens, college agers, new careerists, new parents</p> <p><b>MAINSTREAMING TREND</b></p> <p><b>FUTURE FORWARD</b> Over the next decade, watch as online and offline behavior merge. Anytime/Anywhere connection is given, not a goal — meaning that where a Millennial is has less to do with who they are or what they feel like doing than where they are. Everything else is just a tool. The Millennial mix-and-match approach rules, from Millennials entering and exiting their teen years to those 20somethings entering the halls of career and personal life. Expect to see more routines to be overturned as boundaries shift and continue to disappear. Millennial family values will reject typecasting (think "some-conventional"), and settling down might mean sharing a mortgage among three people. The "care" factor of materialism and activism. Confident "candids" will expect to meet/best every challenge, likely with the ongoing support of their aging Boomer parents — a ger-blend sweet spot that will just get sweeter.</p> <p><b>WATCH LIST</b></p> <ul style="list-style-type: none"> <li>• Hunt and gather in the choice</li> <li>• Everything as a social network</li> <li>• Gender blending (equal access is an expected given)</li> <li>• Early nesters settle down (having kids is cool)</li> <li>• Gaming is, um, good (who knew?)</li> <li>• Millennial 'rents as sherpas rather than helicopters</li> </ul> <p><b>SEE ALSO</b> Consumer Outlooks: College-Agers 2008</p>	<p><b>CONSUMER OUTLOOK: MILLENNIALS 2008</b></p> <p><b>MILLENNIALS TODAY</b> With some \$1 trillion at their disposal, Millennials expect to be seen, heard and accommodated. Entitlement gone amok? Not so much. "I am we" authenticity rules. Their Entitlement Equation: Good for Me + Good for Mine (my friends, my family) + Good for Our Future = happy, positive, successful. Entitled (sort of)? right. It's all part of their always-with-a-purpose stance on life (and shopping for products with a product that fits). Brands, jobs, politics, views: whatever pushes their aspirations and experience works just fine. Of course, it helps that they always feel supported and connected, even as personal credit debt and college loans cast a shadow over their economic picture. Slightly confused, Millennials are content that they can't figure out what's important. Some feel like they're not quite sure what they want, and involved friends and parents add to the Millennial "we can do it" mix. Sure, they seem casual, but the details count. Ethics? Mean people/companies suck. As for media, make it easy to use (and share) or they'll find a way to take it on their own terms. (Your fault, dude, for making a crappy application.)</p> <p><b>MAINSTREAMING TREND</b></p> <p><b>HERE, KITTY, KITTY</b> Younger Millennials are looking for... everything. Entice them with discounts. Empower them with info. Engage them by inviting their input. And provide new experiences to tie it all together.</p> <p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>• Tween boys keying in to style</li> <li>• Olsen Twins dress up Starcold</li> </ul> <p> 72% of teens are actively logging onto social networking websites. Yankee Group 6.8.07</p> <p><b>MAINSTREAMING TREND</b></p> <p><b>PODS PUBLIC DISPLAYS OF CONNECTION</b> Anytime, anywhere communication means being connected is feeling connected. For Millennials, everything is part of their social network.</p> <p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>• GraceNote recommends new tunes</li> <li>• Manganovel.com fan hub</li> </ul> <p> Strength in numbers is long BrandIndex.typeped.com 7.12.07</p> <p><b>MORPHING TREND</b></p> <p><b>PASSIONATE NICHE-DIGGERS</b> As observers or creators, Millennials are digging it. Small is beautiful, from e-mail-bomb hoaxes and bite-size media to interests shared by just a few. It's all about the passion.</p> <p><b>OBSERVATIONS</b></p> <ul style="list-style-type: none"> <li>• StyleLab fashion voting site</li> <li>• M dot Strange builds via YouTube</li> </ul> <p> HYPERLIFE 5.6 BEEHIVE 5.6</p> <p><b>MACROTREND AND VALUES</b></p> <p>adventure aspiration attitude experience fun merit badges</p> <p><b>OPPORTUNITY</b> Create possibilities for your target market to add to their experiential portfolios.</p> <p><b>MACROTREND AND VALUES</b></p> <p>choice expertise discovery sharing community</p> <p><b>OPPORTUNITY</b> Take advantage of the gigabytes available in people's lives, but target the fit to each generation's tolerance level.</p> <p><b>DEMOCRATIC HOTSPOTS</b></p> <ul style="list-style-type: none"> <li>• Tween and teen fashionistas</li> <li>• Creatives</li> <li>• Alternatives</li> </ul> <p><b>WHAT'S WORKING</b></p> <ul style="list-style-type: none"> <li>• MySpace and NearbyNow's cell texts</li> <li>• Red21</li> <li>• Study-abroad/year-abroad programs</li> </ul> <p><b>DEMOCRATIC HOTSPOTS</b></p> <ul style="list-style-type: none"> <li>• Hyperconnected Millennials</li> <li>• High-schoolers</li> <li>• College students</li> </ul> <p><b>WHAT'S WORKING</b></p> <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Whateverlife.com</li> </ul> <p><b>DEMOCRATIC HOTSPOTS</b></p> <ul style="list-style-type: none"> <li>• Individuals</li> <li>• Teens and 20somethings</li> <li>• Fanboys and girls</li> </ul> <p><b>WHAT'S WORKING</b></p> <ul style="list-style-type: none"> <li>• YouTube</li> <li>• Eton</li> <li>• Kongregate</li> </ul>
<p>NANCY ROBINSON VP, Consumer Strategist Millennials nrobinson@iconoculture.com</p> <p>ALEXANDRA S SMITH Assoc. Director, Consumer Strategist Millennials asmith@iconoculture.com</p> <p>WHAT'S 2008 iconoculture®</p> <p>© 2008 Iconoculture, Inc. All rights reserved. This document contains valuable trade secrets and/or copyrighted information of Iconoculture, Inc. It is considered confidential information and may be used solely for the recipient's own personal reference. No part of this document may be reproduced, altered or distributed to any third party without Iconoculture's express written authorization. v1</p>	

# Other formal trend discovery options

- Tradeshows / conferences
- Trade publications
- Collaboration (university and bank)



# Informal trend discovery

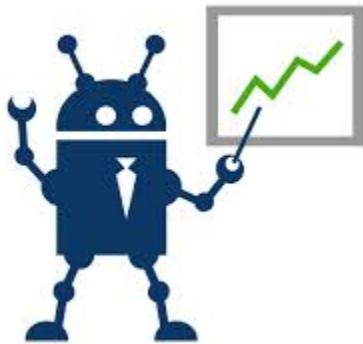
(This is actually considered primary research – we'll talk more about this next week!)

- Watching our customers at a branch
- Reading complaint letters
- Listening to support calls
- Acting as a customer
- Reading blogs
- People-watching



# Emerging threats

Or potential opportunities?



## New entrants are “unbundling” traditional offers



**New entrants  
almost daily  
since 2015**

Source: CB Insights

# Top innovation focus areas



Digital Identity



Big Data



Distributed  
Ledger



Developer Portal  
(API Sandbox)



Location Based  
Services



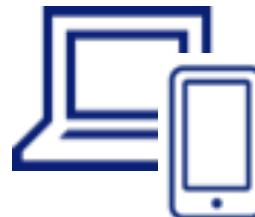
Biometrics &  
Security



Artificial  
Intelligence



Internet of Things



Employee Tools



Customer  
Experience



# Learning (and thinking) via secondary research



What might you want to know about your primary and secondary user (customer) and their generation?

- What challenges do they have? What tasks do they want to accomplish? What are their attitudes and behaviors?



What might you want to know about the banking industry and its products and services?

- What are other banks doing to serve their customers? What are industry best practices? What challenges face the industry?



What emerging trends might impact (positively or negatively) the problem you're exploring?

- How are social trends impacting the industry and/or the user? How might the future evolve? How is the pace of technology change impacting us?

## Where can you find secondary research?

- Google it – there are many public sources available
- Visit industry group and trade association websites
- Explore the U.S. Census Bureau - (as are other government agencies) a great source of secondary research
  - <https://www.census.gov/>
- See university sites
- Consider private research firms (a fee or subscription is often required)
- Read internal bank reports, surveys and studies



# A valuable resource at your fingertips: All Research

- Bank-led studies
  - Both primary and secondary research
- Trends
- Key news articles
- Syndicated research
  - Aite, Forrester, Mintel, KPMG, +
- Quick links to other secondary research sources
  - One of my favorites: Pew Research Center
    - <http://www.pewresearch.org/>

## All Research US Book Community:

[https://connections.us.bank-  
dns.com/communities/service/html/communityoverview?communityUuid=42ddccb9-9494-  
4b92-a187-23825413384a](https://connections.us.bank-dns.com/communities/service/html/communityoverview?communityUuid=42ddccb9-9494-4b92-a187-23825413384a)

# When reviewing secondary research:



Check the date of publication



Be familiar with the source



Be open to contradictory points of view



Stay focused on answering your key questions





## Q & A





# 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”**



# 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

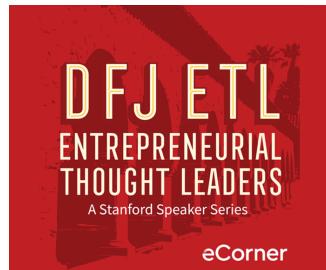
- **Becoming Steve Jobs** - Brent Schlender and Rick Tetzeli
- **Charlie and the Chocolate Factory** - Roald Dahl
- **Orbiting the Giant Hairball** - Gordon MacKenzie
- **Thoughtless Acts?** - Jane Fulton Suri
- **101 Design Methods** - Kumar
- **The Innovation Journey** - Van de Ven, Polley, Garud, 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>

# INNOVATION PODCASTS

<https://www.boardofinnovation.com/tools/best-innovation-podcasts/>





## WRAP UP & WHAT'S NEXT





## NEXT CALL – PRE WEEK 3

Wednesday – May 2<sup>nd</sup> – 1 PM CST

*OPTIONAL*