

UNLOCK YOUR INNOVATION POTENTIAL

(or how to innovate without relying on luck, hope and coincidence)



International Smart Card (QiCard)

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DEFINITIONS

1

INNOVATION MANAGEMENT

A **business function** that focuses on managing an organization's innovation processes.

It encompasses the decisions, activities and practices of devising and implementing an innovation strategy.

2

DESIGN THINKING

Design thinking is an **approach** for solving problems by prioritizing the people's needs above all else.

It relies on observing, with empathy, how people interact with their environments, and employs an iterative, hands-on approach to creating innovative solutions.

3

TREND SCOUTING

Trend scouting is a **practice** of observing, identifying and exploiting current trends by using them as inspiration for the development of ideas.

It allows an organization to look for trends, technologies, risks, startups and competitors across regions, industries and technologies to form new approaches, new opportunities and previously unknown combinations.

4

CUSTOMER JOURNEY MAPPING

A customer journey map is a **visual representation** of every engagement a customer has with a service, brand, or product.

The creation of a journey map puts the organization directly in the mind of the consumer, so they can see and understand their customer's processes, needs, and perceptions.

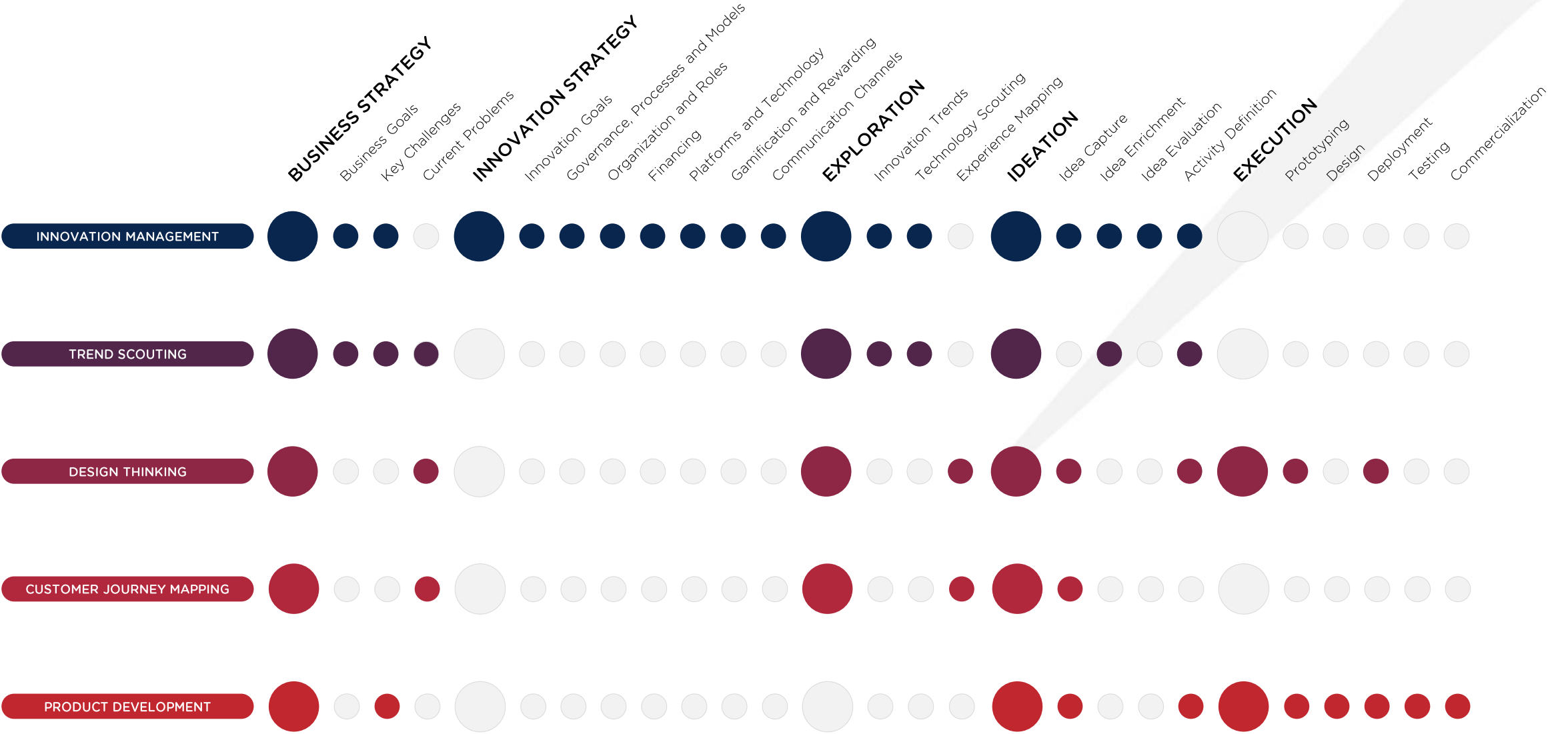
5

PRODUCT DEVELOPMENT

Product development refers to a complete and complex **process** of taking a product to market or renewing an existing product and introducing an old product to a new market.

This includes identifying market needs, conceptualizing the product, building the product roadmap, launching the product, and collecting feedback.

COMPARISON



ENGAGEMENT MODEL

	INNOVATION MANAGEMENT	TREND SCOUTING	DESIGN THINKING
FORMAT	<ul style="list-style-type: none"> Business function or process 	<ul style="list-style-type: none"> Scouting report Scouting presentations 	<ul style="list-style-type: none"> Classroom training Workshop facilitation (in-classroom and remote)
SCHEDULES	<ul style="list-style-type: none"> Continuous improvement 	<ul style="list-style-type: none"> Bi-weekly reports On demand presentations On demand focused scouting report 	<ul style="list-style-type: none"> Weekly training sessions (remote) On-demand training sessions (in-classroom) On-demand facilitation (in-classroom and remote)
CONSUMERS	<ul style="list-style-type: none"> Employees, customers, partners Management on all levels Innovation managers 	<ul style="list-style-type: none"> Business line owners Technology executives Intrapreneurs 	<ul style="list-style-type: none"> Product teams, service teams, function teams Department heads Project managers and project teams
TOOLS			

COMMERCIAL MODEL

	INNOVATION MANAGEMENT	TREND SCOUTING	DESIGN THINKING
IMaaS TRIAL	<div>5,700 USD a month</div> <div>The trial period will end once ISC is satisfied with the engagement results</div>	<div>Free of charge</div>	<div>5,700 USD a month</div> <div>The trial period will end once ISC is satisfied with the engagement results</div>
IMaaS FULL	<div><ul style="list-style-type: none">To be agreed upon between ISC and Lusidea<ul style="list-style-type: none">5,700 USD a month for part time engagement11,400 USD a month for full time engagementOther model</div>	<div><ul style="list-style-type: none">To be agreed upon between ISC and Lusidea based on the trend scouting service intensity</div>	<div><ul style="list-style-type: none">To be agreed upon between ISC and Lusidea<ul style="list-style-type: none">5,700 USD a month for part time engagement11,400 USD a month for full time engagementOther model</div>
LIMITATIONS	<div><ul style="list-style-type: none">Trial period cannot exceed 6 full monthsInnovation management platform and tools not included</div>	<div><ul style="list-style-type: none">Trend Scouting service is included in the Innovation Management service in the trial periodTrend Scouting platform and tools not included</div>	<div><ul style="list-style-type: none">Trial period cannot exceed 6 full monthsDesign thinking platform and tools will be provided by Lusidea for the duration of the trial</div>

TEAM

INNOVATION MANAGEMENT

TREND SCOUTING

DESIGN THINKING



INNOVATION MANAGER

- **Innovation strategist** and internal innovation influencer
- Experienced in managing the innovation function in **corporate innovation** and **open innovation** models
- Recently focused on **technology and trends scouting** and awareness
- His most important attribute is "**startupyness**"



DESIGN THINKING COACH AND FACILITATOR

- **Design thinking** and **Design sprint** methodology practitioner
- College professor teaching "**Design Thinking & Concept Development**" course
- Experienced **Innovation management** consultant with an entrepreneurial mindset
- He is passionate about **collective causes**

NEXT STEPS

APPROVE

- **Day 1** - Approve the Innovation-Management-as-a-Service proposal and issue a corresponding PO.

MOBILIZE

- **Day 2 to 4** – Brief the team and prepare assets for the service execution. Align with ISC team and work out schedules and dependencies. Set up touchpoints and meetings.

KICK OFF

- **Day 5** – Kick off the service with an awareness meeting, answer questions and provide guidance on how to consume the service.

START

- **Day 6 and onwards** – Run a design thinking training session, begin trend scouting activities, start defining the innovation strategy and drawing up new processes...



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