The CoLab is a new approach to innovation

CoLab mixes a heritage of IDEO's leadership in design thinking with expertise in emerging technologies to create a proprietary methodology for collaborative innovation.

We work together throughout the year to collectively spot and act on opportunities for growth.

CONVENE MINIMUM VIABLE ECOSYSTEM
Build noncompetitive ecosystems within portfolios that represent key stakeholders ready to drive change.

BUILD TO LEARN ACROSS ORGANIZATIONS
Through our collaborative design process, co-innovate with stakeholders in quarterly rapid prototyping sprints to create shared venture prototypes.

EVALUATE PORTFOLIO OPPORTUNITIES
Review cross-organizational opportunities within your portfolio to identify ones that align with strategic internal objectives.

PILOT IN MARKET
Embed entrepreneurs from your organization into the CoLab to move projects forward into pilot phase, supported by IDEO designers.
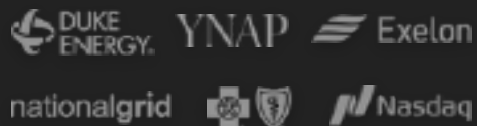
INVEST AND SCALE
Invest in piloted opportunities to drive overarching system change.

IMPACT ACROSS THE NETWORK

COLLABORATIVE INNOVATION
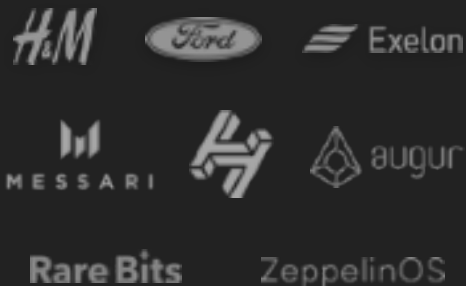
Leveraging CoLab processes internally

Prioritizing diversity and inclusion.

DISRUPTIVE TECHNOLOGIES

Prototypes and startups moving forward into POCs, pilots, and launches.

PURPOSEFUL IMPACT

Launching new ecosystems