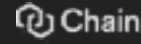
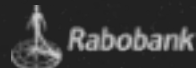
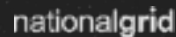
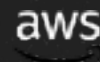
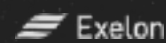


We can do more together than alone

We believe we can work together to design tomorrow's systems, solving for challenges that go beyond single companies and industries.

Our collaborative network shapes opportunities for new systems that are emerging.



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.