

Innovation Strategy & Training

We support innovation strategy and planning, including institutional design and policy development, and tailored innovation workshops.

Important Customer and Market Needs

Drive innovation value by solving significant problems

Iterative Innovation Journey

Continuously refine tech, uses, and business models

Sources of Customer Value

Consider every aspect of customer value

Value Creation Forum

Exploit multiple voices to increase value

Purposeful Value Proposition

Tailor each value proposition to its audience

Elevator Pitch

Communicate value quickly and cogently

Competition

Never ignore or oversimplify the competition

Innovation Champions

Never fund an idea that has no champion

Teams and Process

Create the right team and processes for innovation