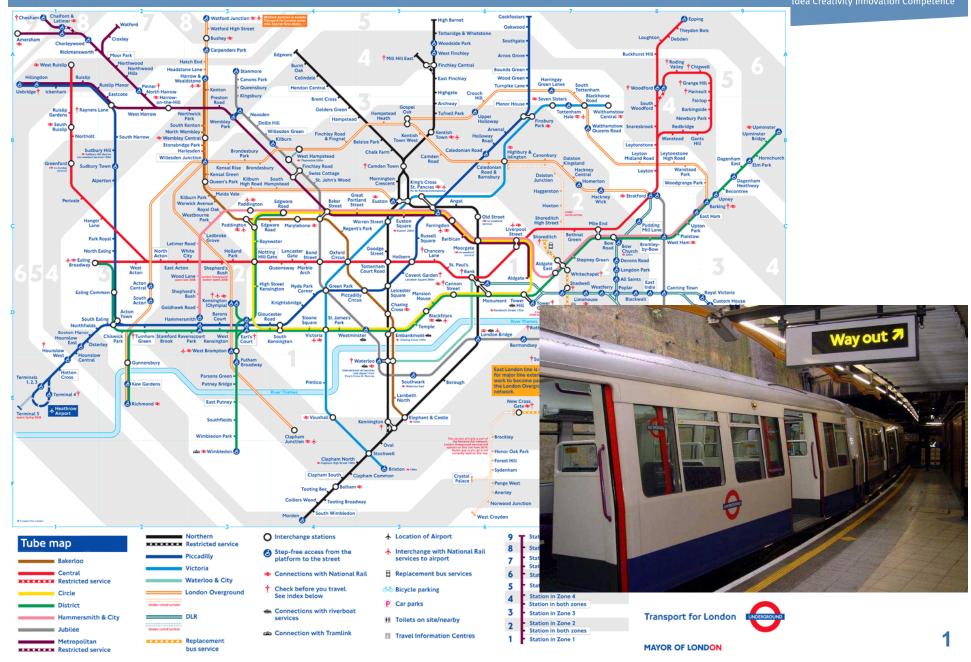
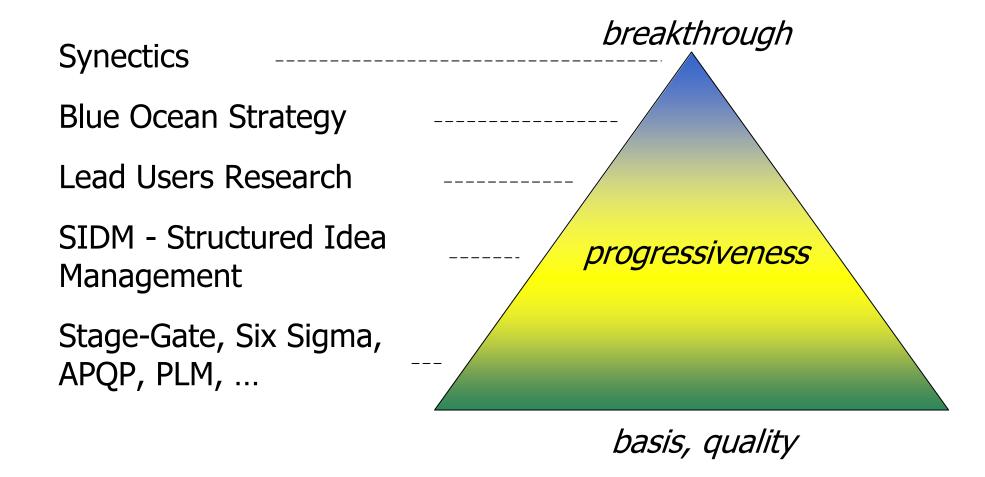
... about the structure





Structured innovation processes & application





Example progressive innovation





Check Market

Check Concepts

Phase 1 Topic and criteria Phase 2 Briefingdocument Phase 3 Idea generation Phase 4 Screening meeting

Phase 5 Idea development Workshop & initial ranking

Phase 6 Short investigations

Phase 7 Final ranking and document concepts

Agreed topic and criteria

Brainstormand projectbriefing document

Document results 200+ Ideas

8-15 clusters 00000

concepts 00000

3-7 3-7 concepts

1-3 concepts ready for detailed investigation

breakthrough progressiveness basis, quality

Strategic Innovation Portfolio



