

A woman with long dark hair is sitting cross-legged inside a large, circular nest made of light-colored wooden planks. The nest is filled with several large, colorful Easter eggs featuring various patterns like stripes, polka dots, and floral designs. She is holding a tablet and looking at it. The nest is placed on a light-colored wooden floor in a room with white walls and a white door in the background.

BRIGHTIDEA®

Welcome to the Nest

Incubate: Create a safe place to nurture
your company's riskiest projects

Kristen Jordan
DIRECTOR OF INNOVATION CONSULTING

October 14, 2016



Foster and Manage Corporate Intrapreneurship



Brightidea Incubate

CENTRALISED

DISCIPLINED

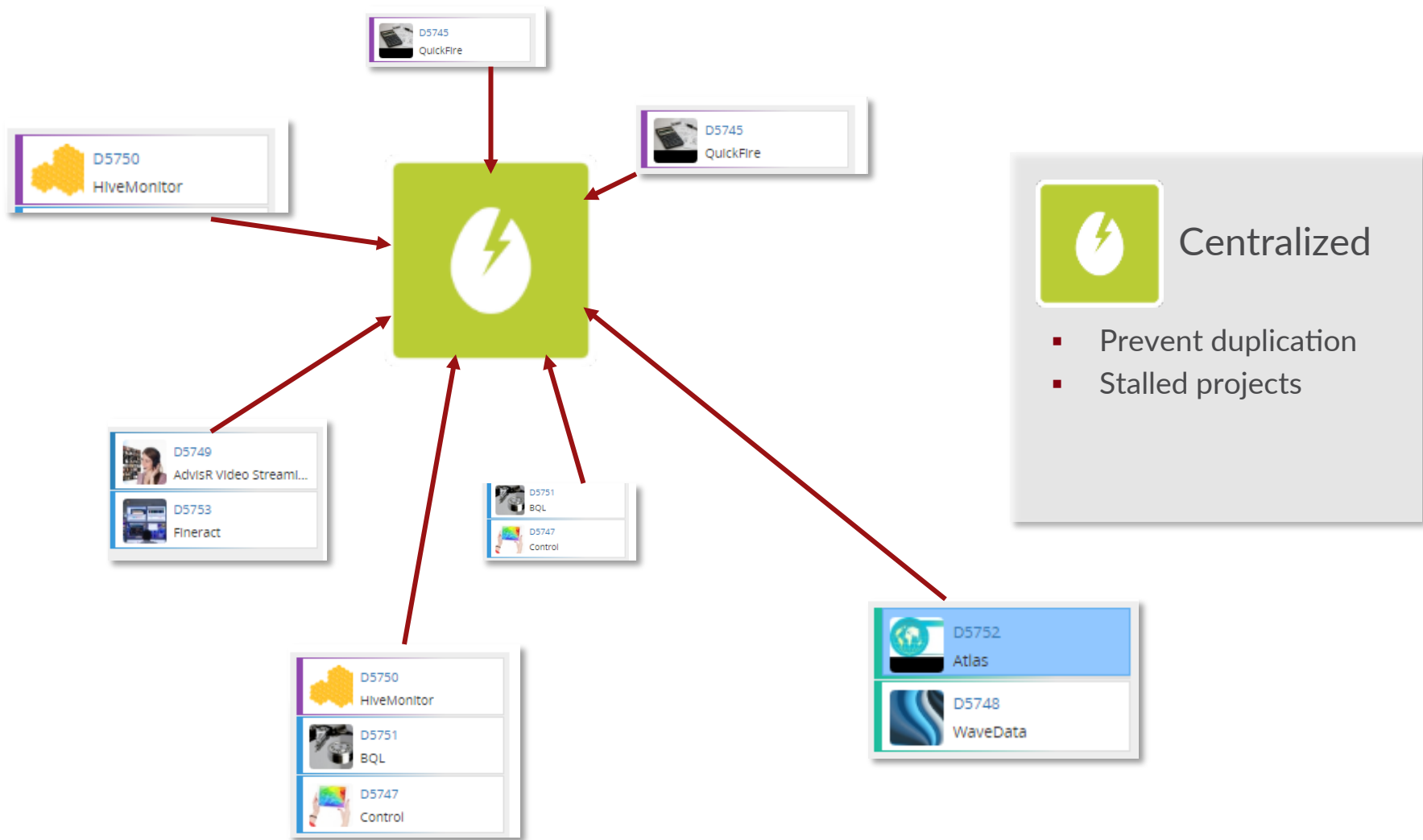
TRANSPARENT



Why
When
Who
Where
How



Why





INCUBATE PROCESS // STANDARD PROCESS

Develop and track projects within your innovation portfolio. This App helps guide projects from initial research through implementation, tracking progress along the innovation journey.



PERPETUAL
PROCESS

COLLECT PROJECTS

INCUBATE PIPELINE MANAGER



DISCOVERY
SELECT PROJECTS
FOR INCUBATOR



RESEARCH
DEVELOP BUSINESS
PLAN & IDENTIFY RISKS



PROTOTYPE
BUILD MINIMUM
VIABLE PRODUCT



PILOT
RUN A PILOT &
EXPERIMENT



ITERATE
TEST, OBSERVE
& ITERATE



PREPARE
READY FOR
LAUNCH



LEGEND

- PIPELINE MANAGER
- INCUBATE TEAM
- SPONSOR



Disciplined

Leveraging Lean Start-up Methodologies:

- Apply needed rigor to the process
- Poor decision-making

Research

Research Devel... (2)

D5752

Atlas

D5748

WaveData

Prototype

Prototype Devel... (1)

D5751

BQL

Pilot

Pilot Execution (0)

Iterate

Project Iteration (3)

D5747

Control

D5745

Control

D5746

Control

Prepare for Launch

Launch Prepara... (1)

D5745

Control

Launch

Launched Proje... (2)

D5749

AdvlsR Video StreamL...

D5746

BitSend

Control (D5747)

Control allows you to build a large scale content delivery network u...

Keith Abraham

3 days in step

Idea Outcomes

Type: Revenue

Brand Awareness

Cost Avoidance

Cost Savings

Customer Satisfaction

Employee Engagement

Revenue

Social/Environmental Impact

Other Outcome

Amount:

Period Start: 10/09/2016

Title:

Description:

Cancel or Add Outcome

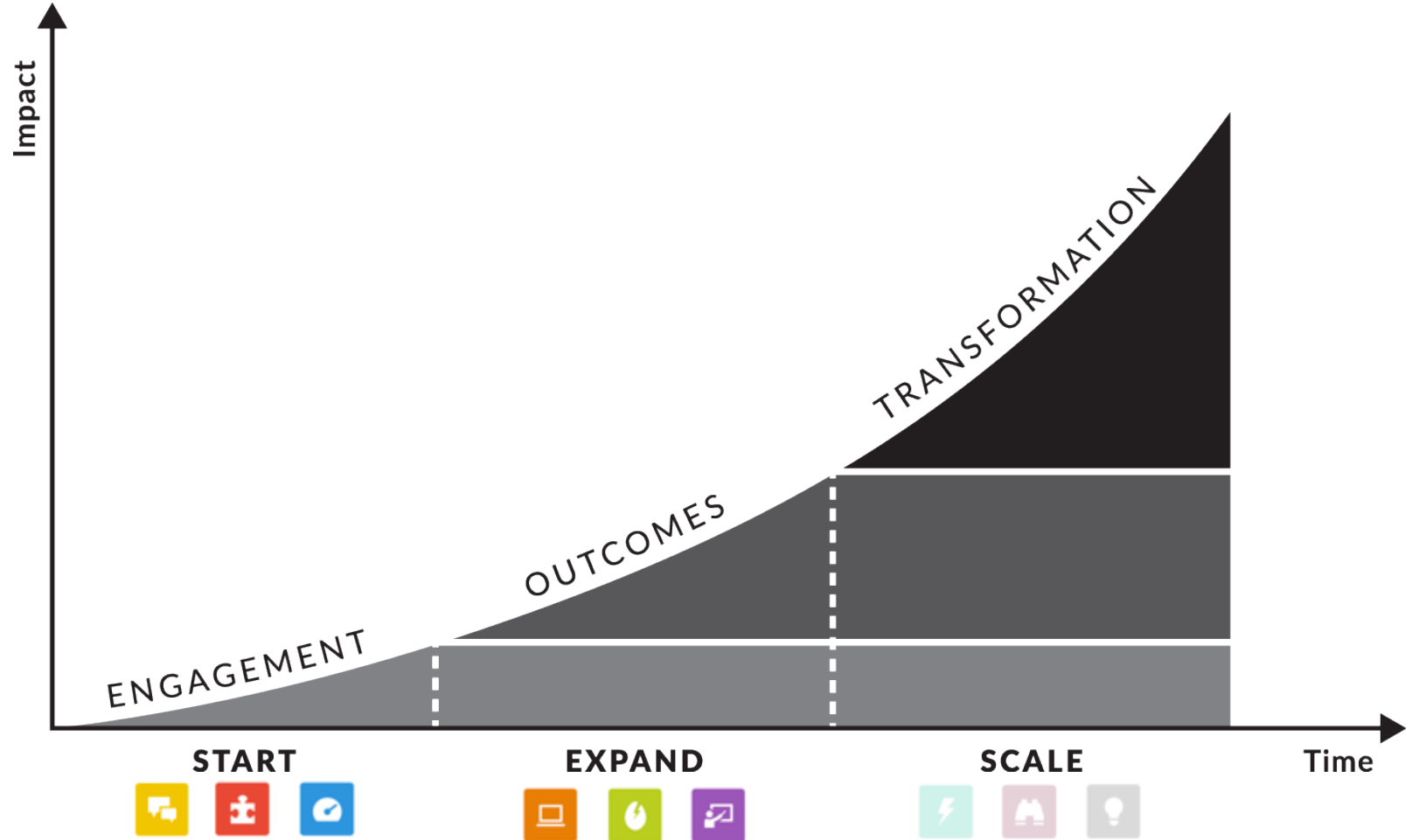
Transparent

- See and track your entire pipeline
- Ensure that nothing dies on the vine
- Provide insights to key stakeholders



When

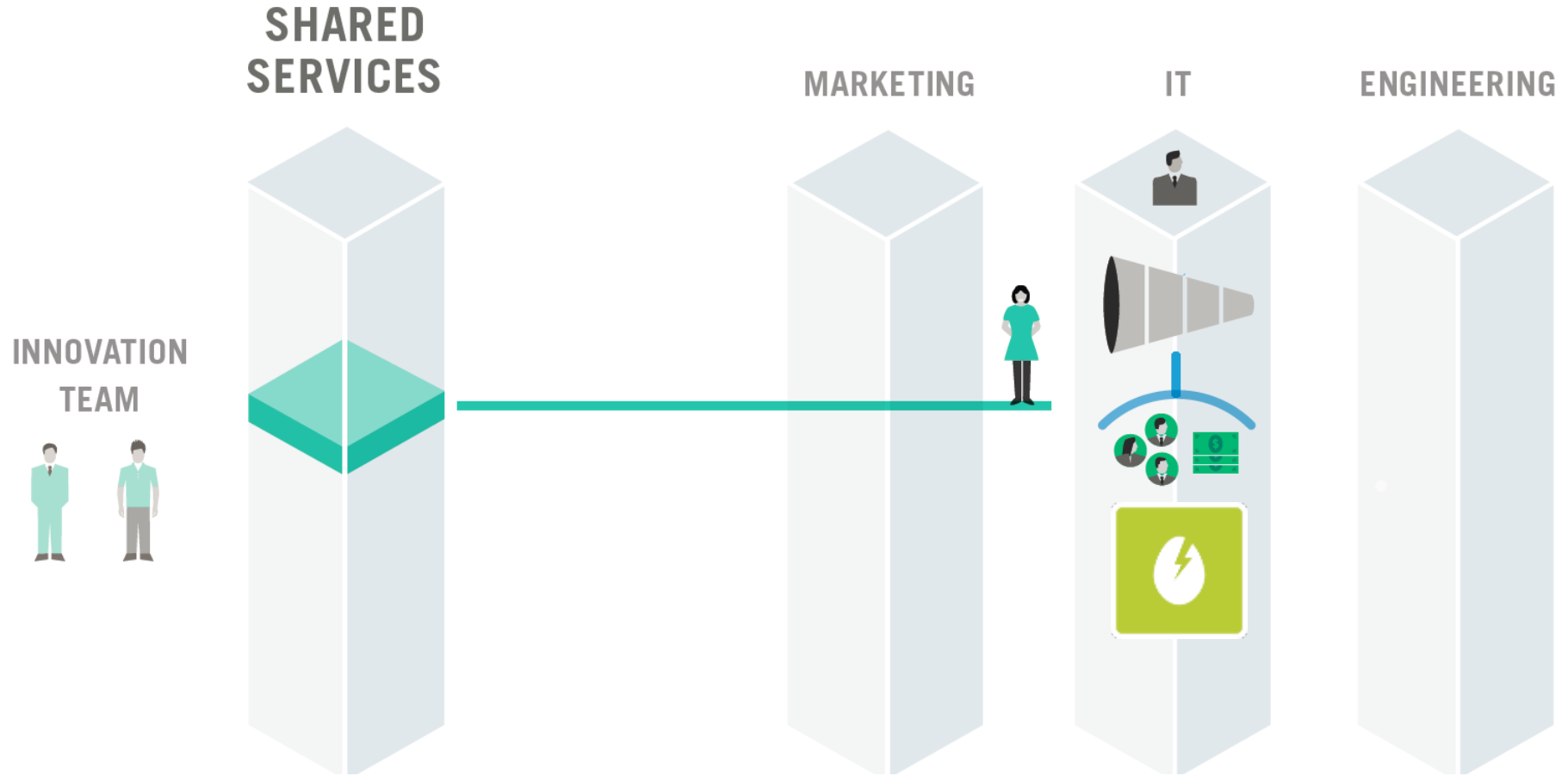
Maturity Model



Who



Management & Funding



Gather Your Team



SPONSOR



INCUBATE PIPELINE MANAGER

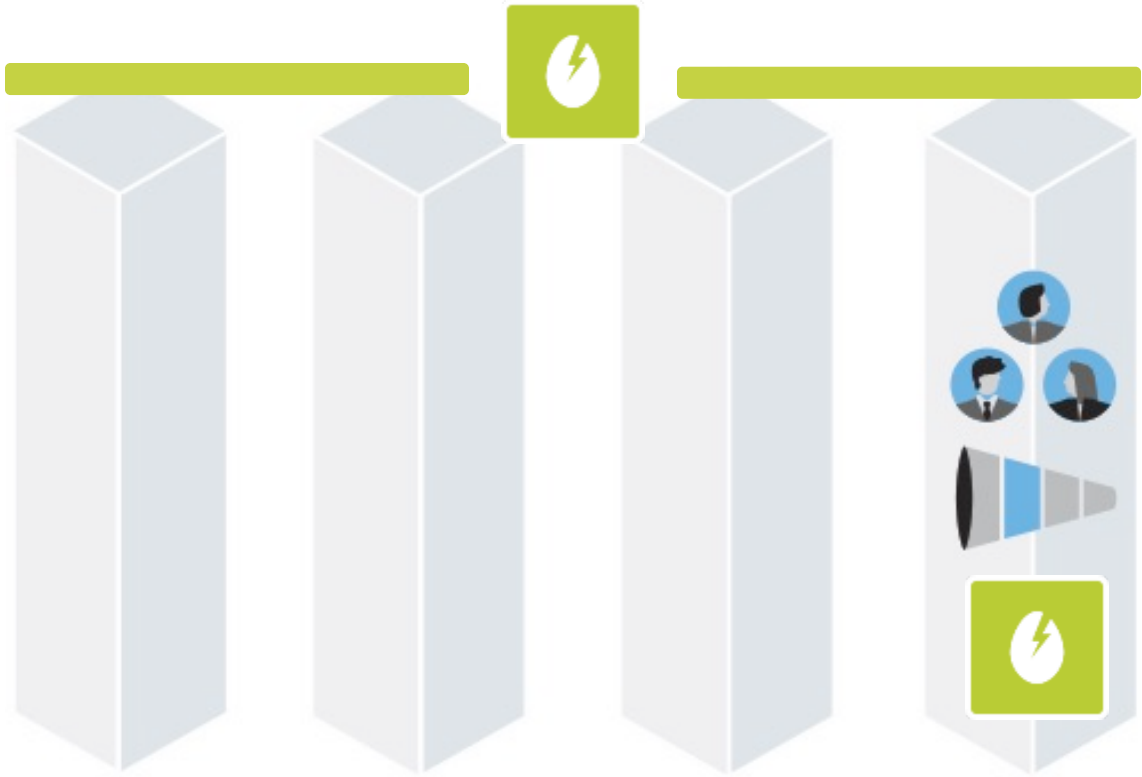


PROJECT TEAM MEMBERS



Where

Location



Sourcing Projects

- **Selected by the Manager**

- Source ideas from areas that are focused on forward-looking activities

- **Open to the Community**

- Source ideas from anyone at the company at any time

- **In-flight Projects**

- Gather current projects

- **New Product/Service Development**

- Research and Development
- Marketing and Voice of the Customer

- **Proactive Efforts**

- Pitch



- Hack



How



Set up your Pipeline





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INCUBATE PROJECTS

PROJECT TEAM MEMBERS



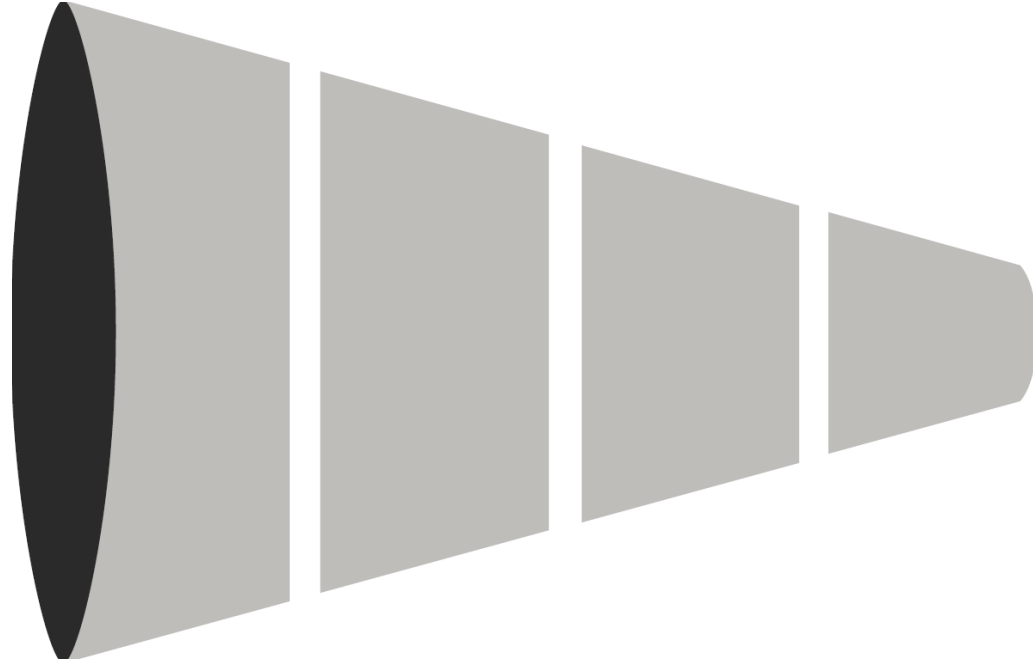
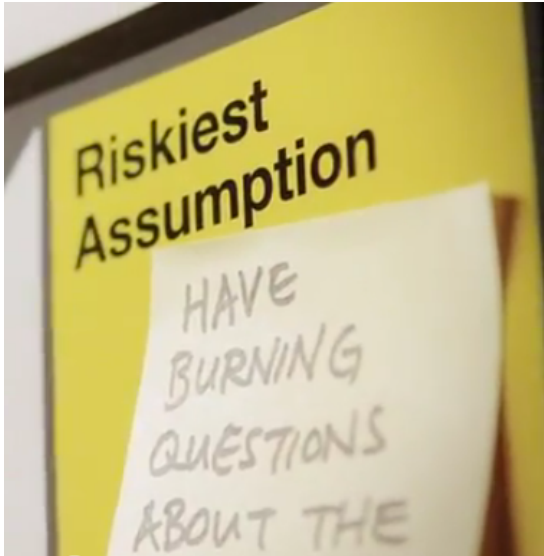
LAUNCH

SPONSORING DEPARTMENT

LEGEND

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- INCUBATE TEAM
- SPONSOR

Managing the Pipeline



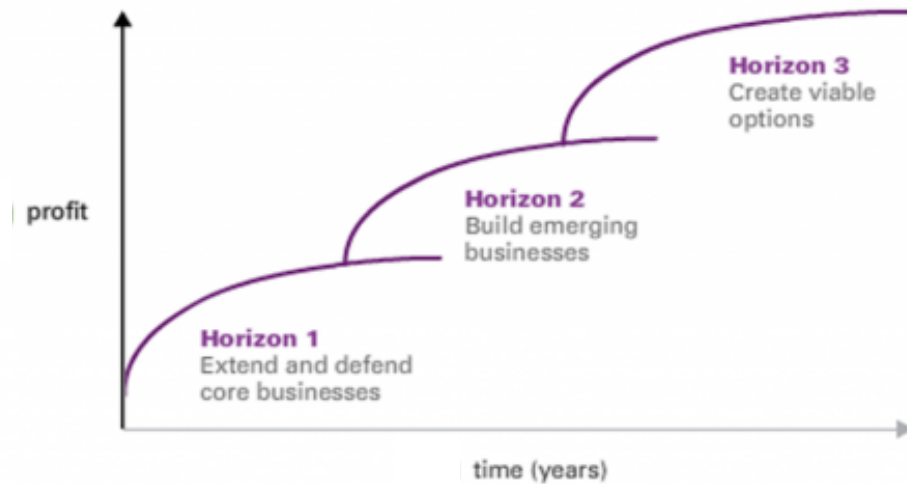
Successes and Failures

Timing

- Horizon 2 and 3 projects have long lead times

KPIs

- Track against the stages of pipeline
- Fail Smart
 - Present usable data, concepts
 - Highlight hypotheses tested and results
 - Note riskiest assumptions confirmed
 - Post market research gleaned



McKinsey 3-Horizon Model

