The Innovation Journey

JUNE 7, 2017

Agenda

Drivers and Expectations

Your Journey

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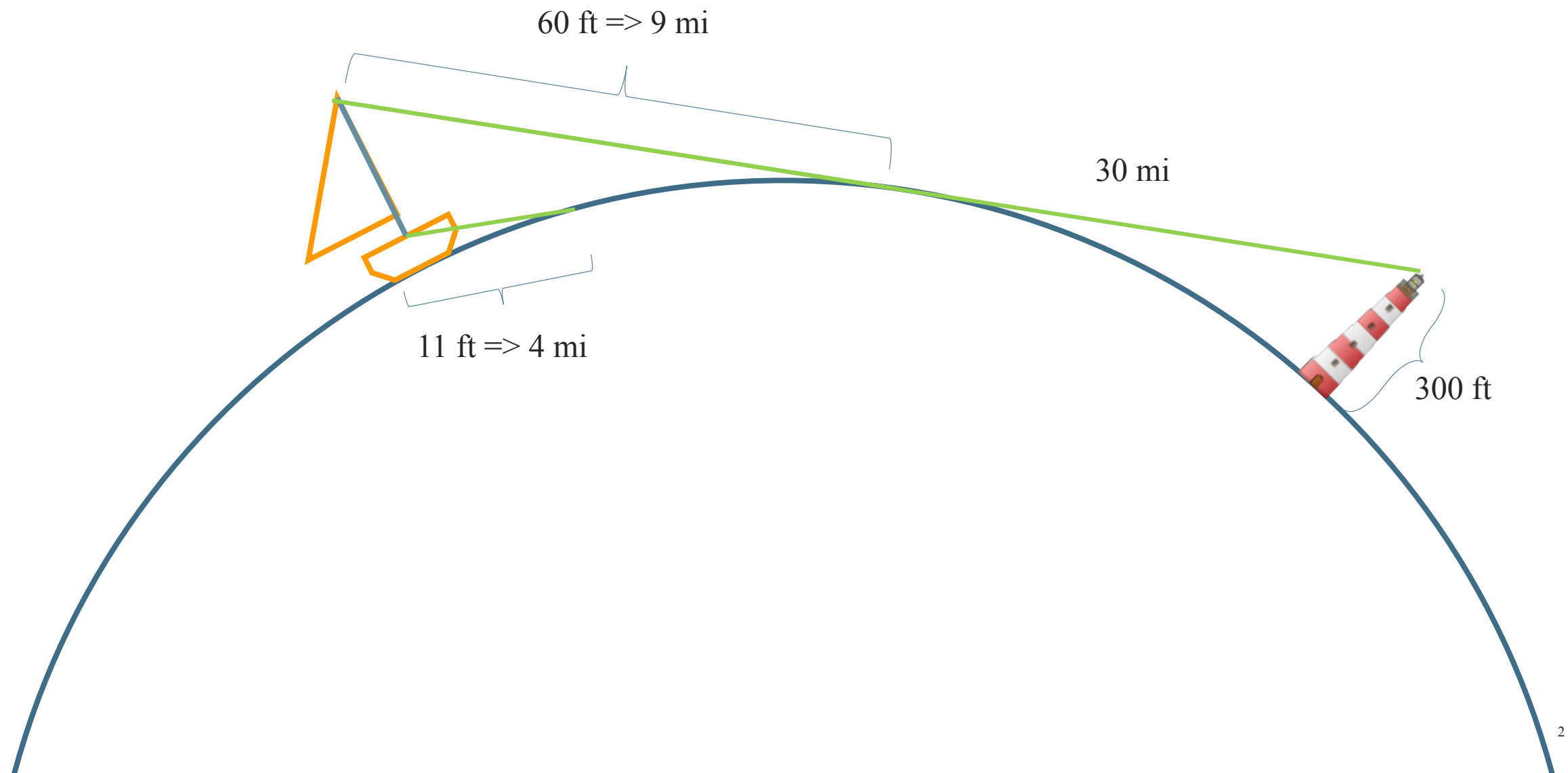
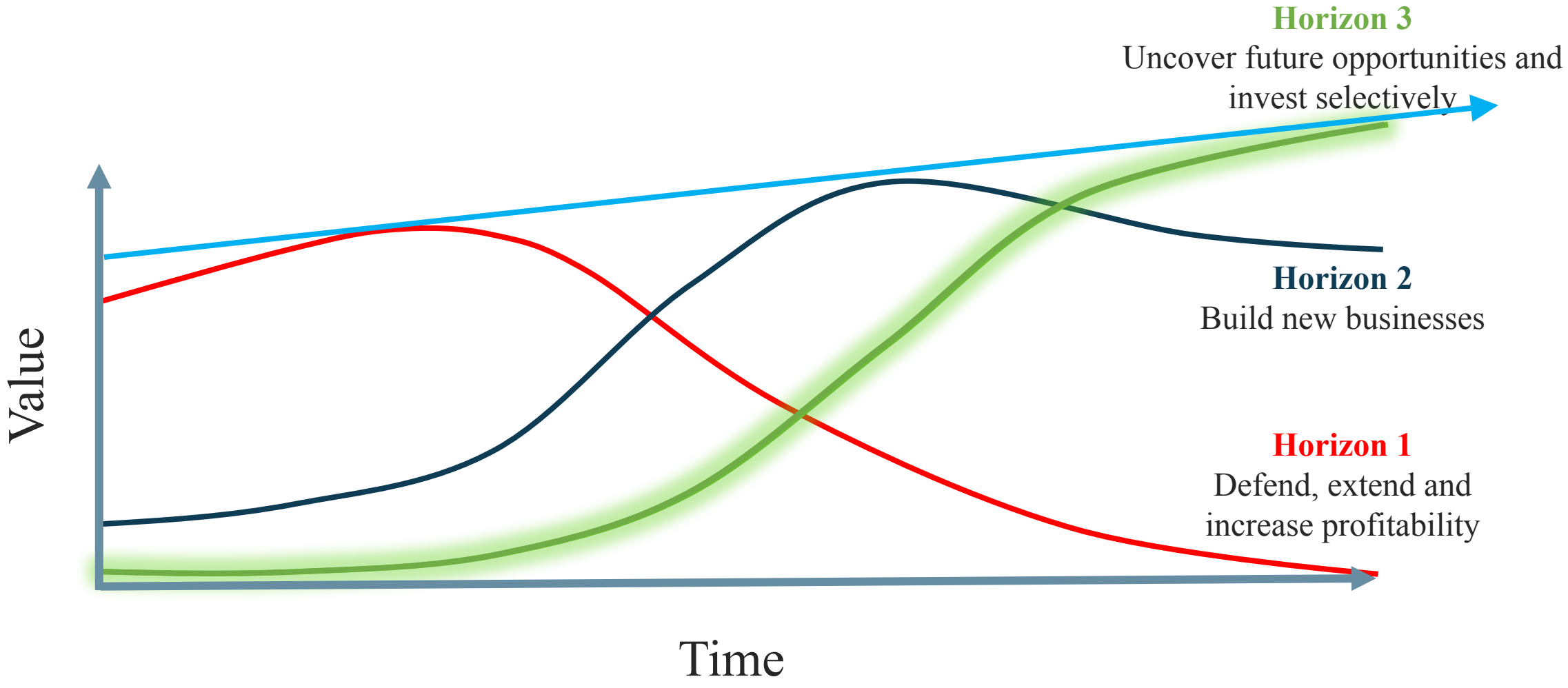
Horizons



Three Horizons of Growth



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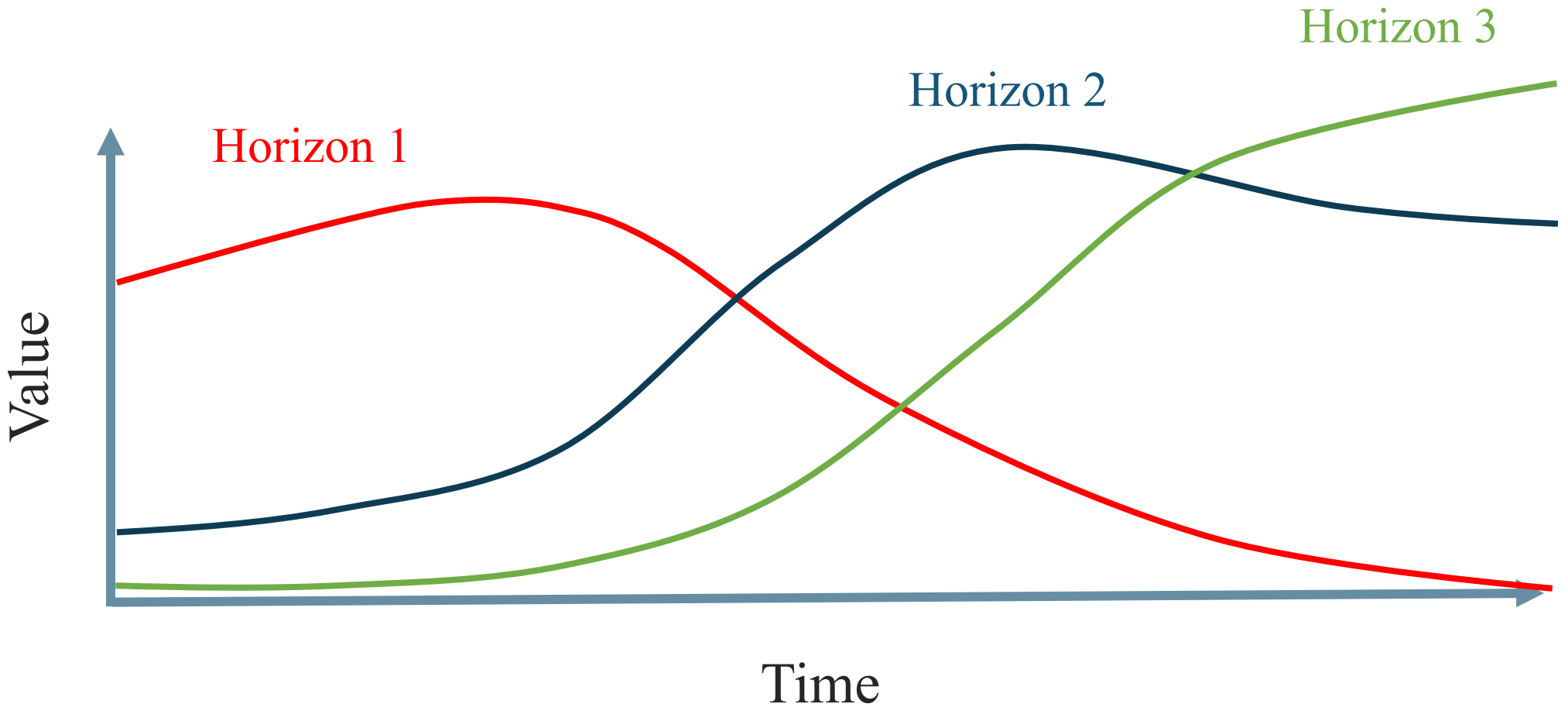
Horizons of Growth

H1 ≠ H2 ≠ H3



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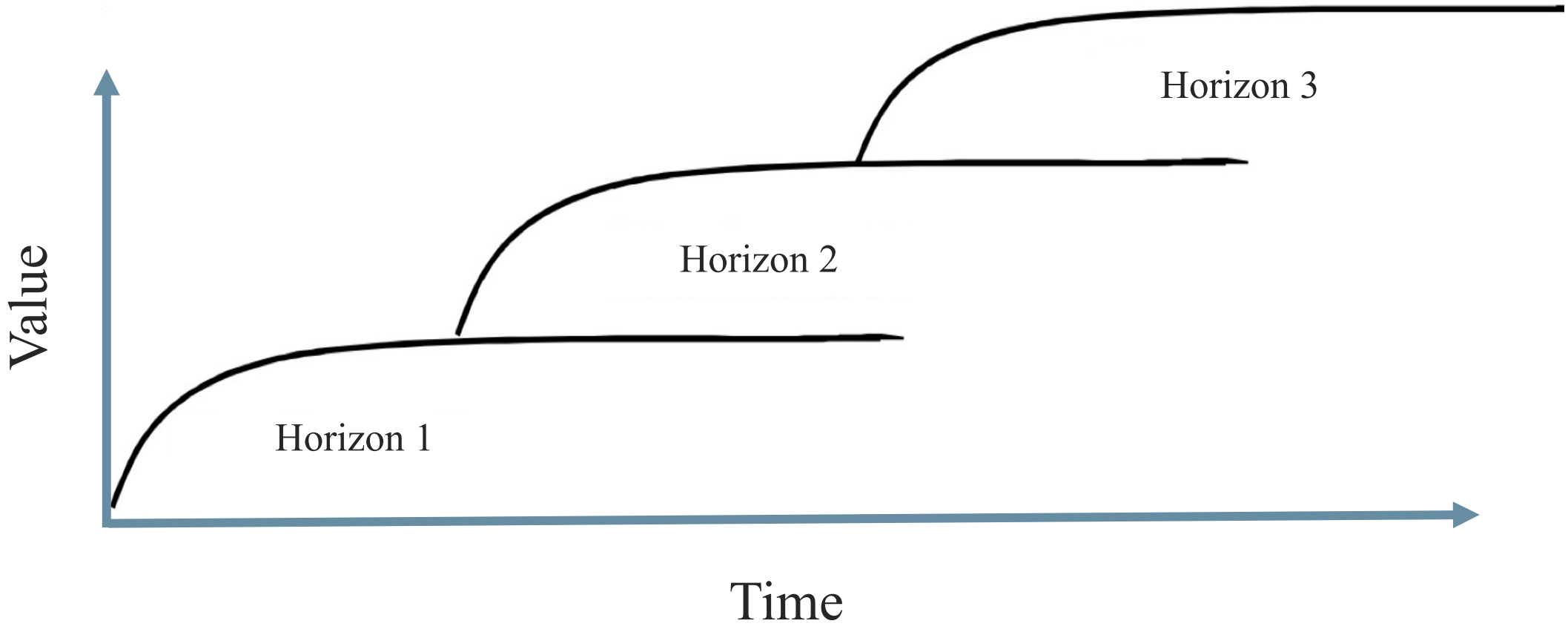
Horizons of Growth



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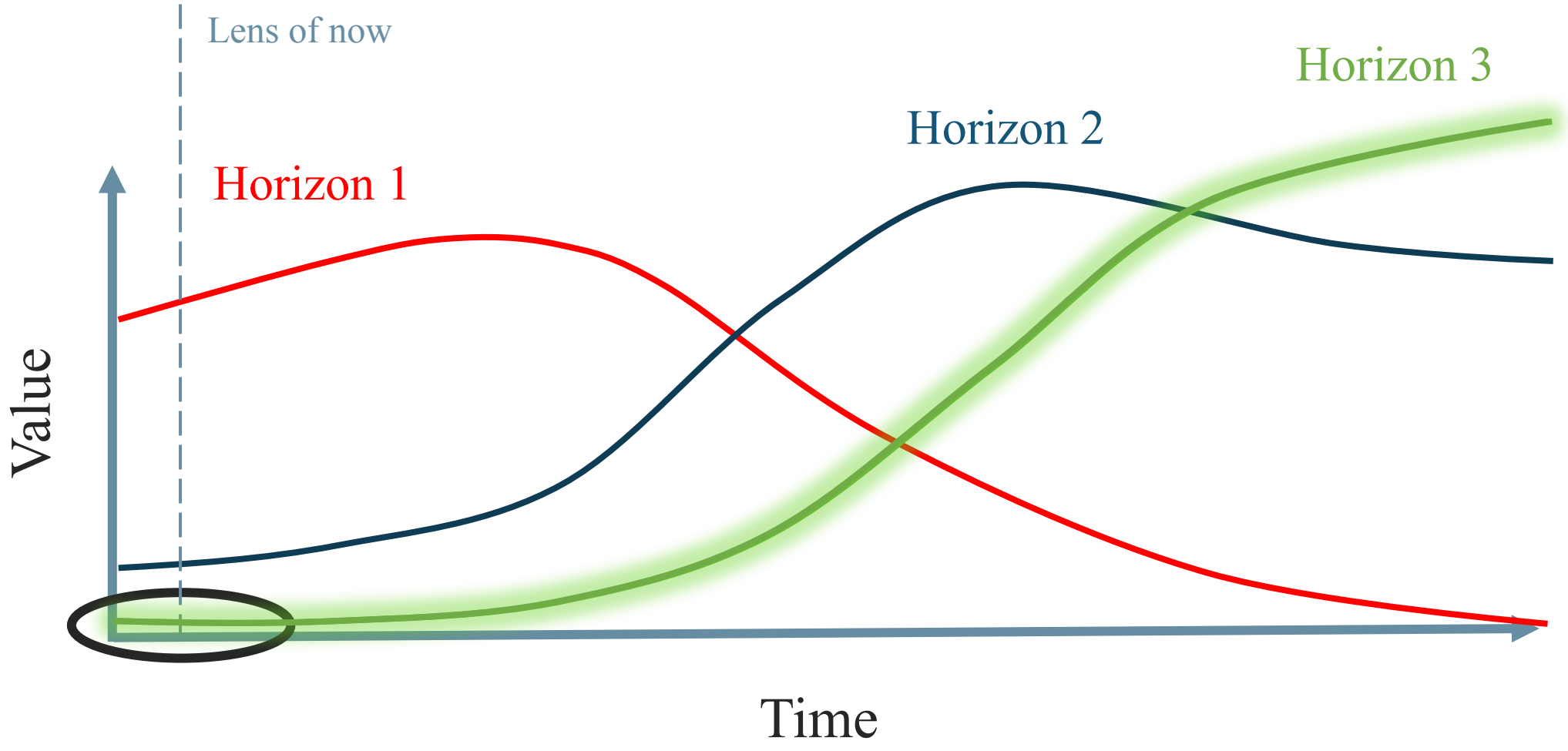
Horizons of Growth



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Types of Innovation

Efficiency Improvements

Technology-driven Innovation

Incremental Product Enhancements

Business Model Innovation

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Characteristics of an Ideal H3 Opportunity

Meaningful Revenue Potential

Close to Core: Similar Go to Market

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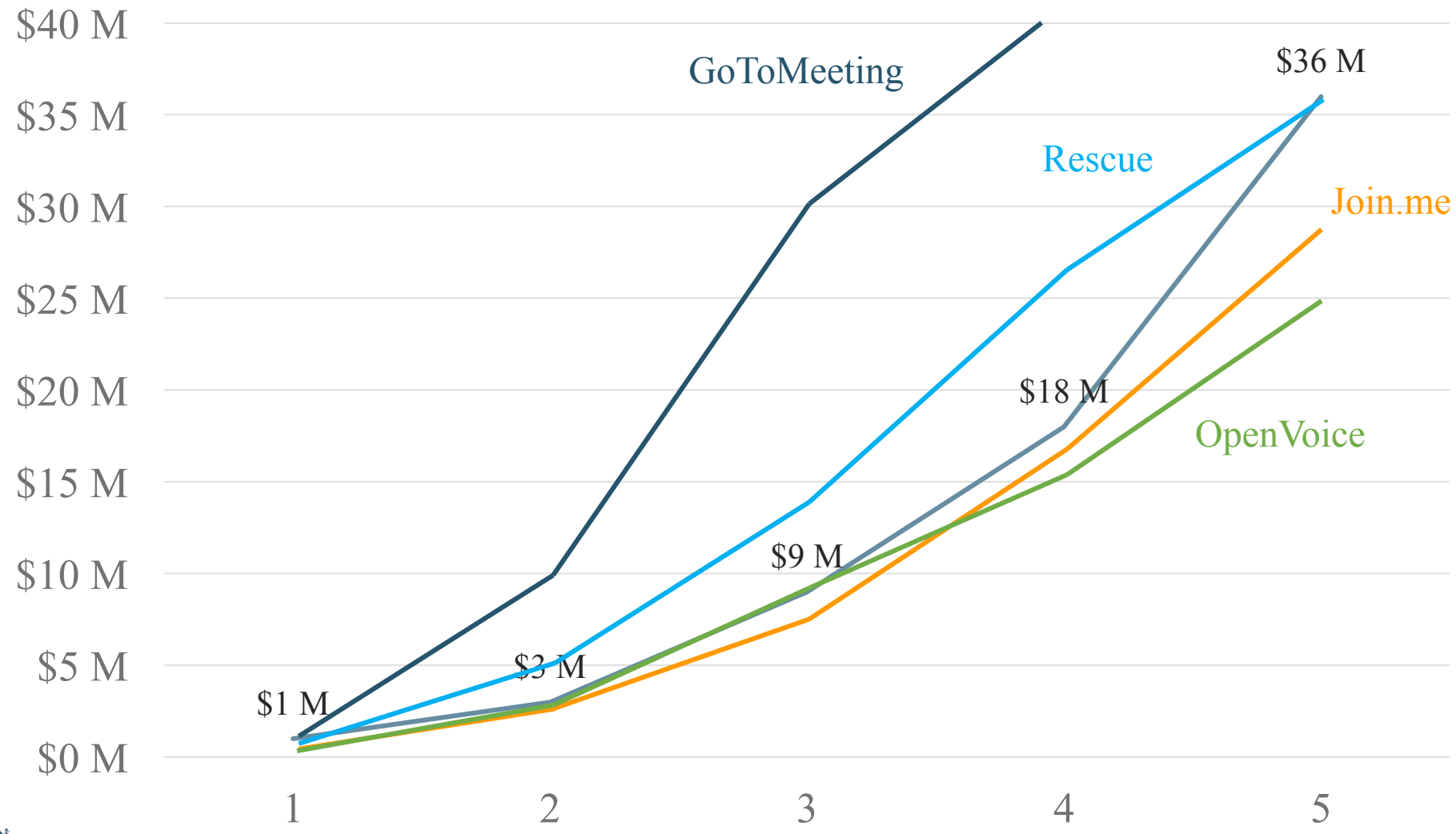
Revenue Potential



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Close to Core

Leverage existing Business Models,
Go-To-Market strategies and tactics

Examples

- Existing customer base – target with new offerings
- Expansion of existing market, target new verticals, geos
- Freemium model: low-cost operation, no-touch sales
- Average order size $100s to a few $1000s

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The Lean Startup Way

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Why Products Fail?

9 out of 10 new products fail

#1 reason is its the wrong product

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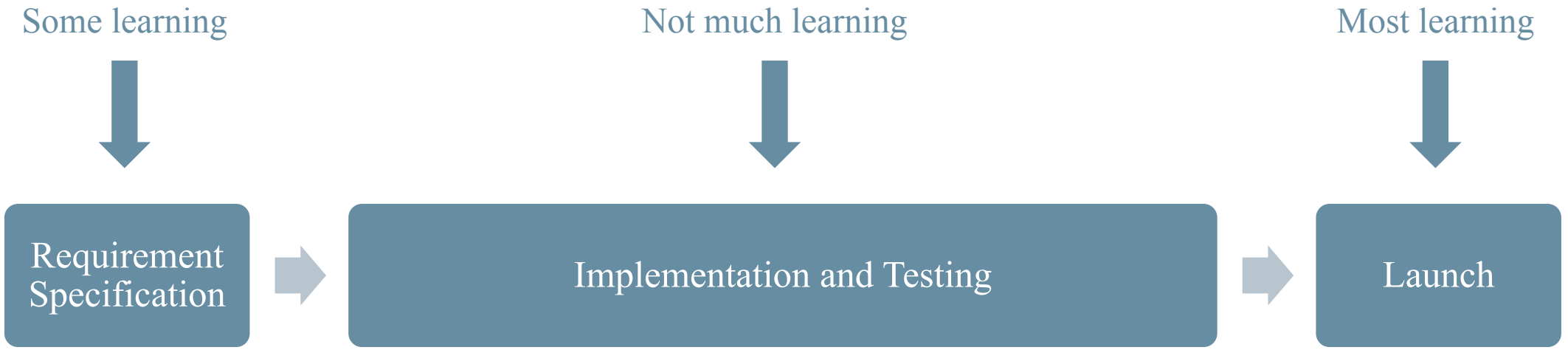
Why Products Fail?



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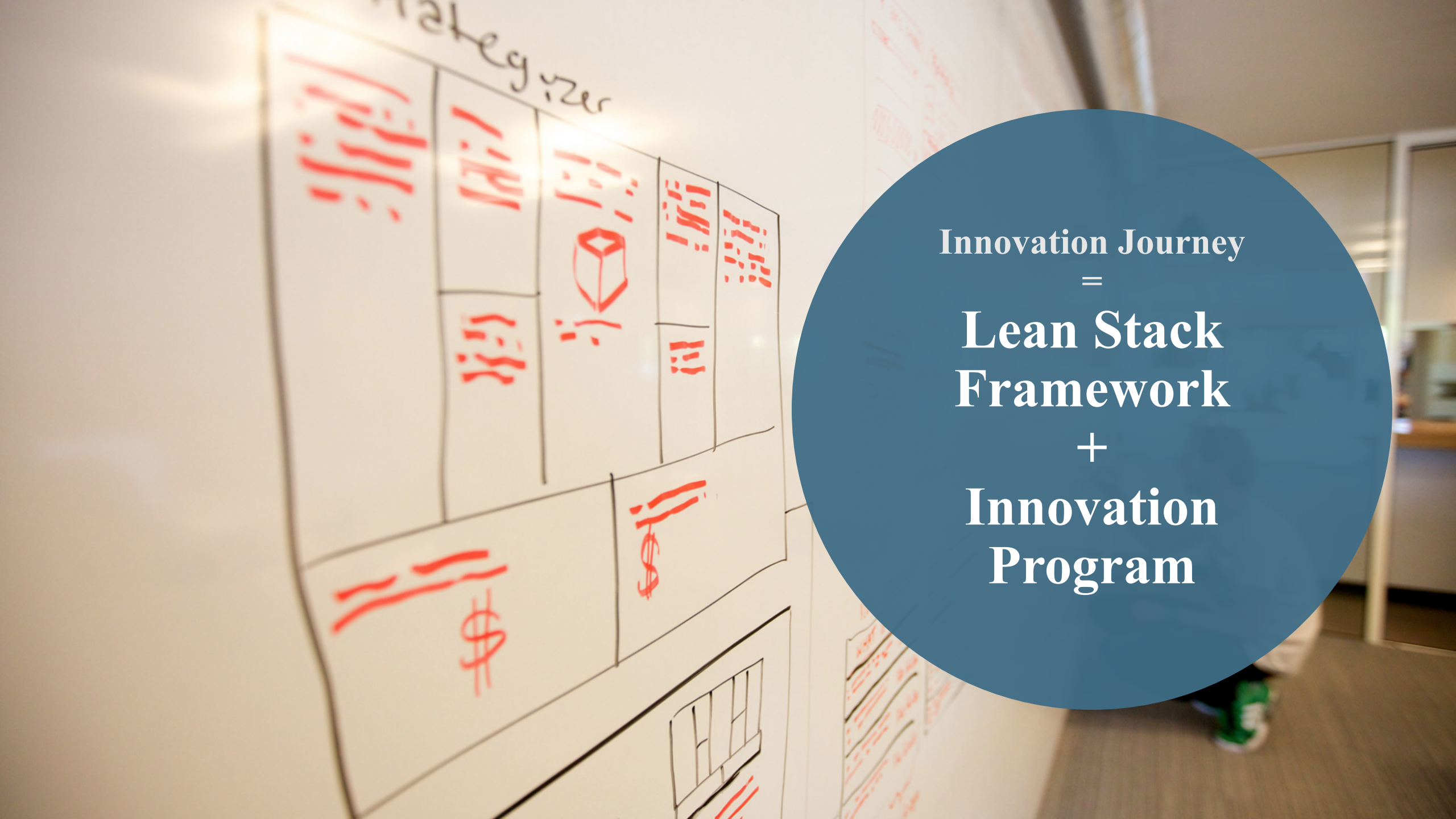
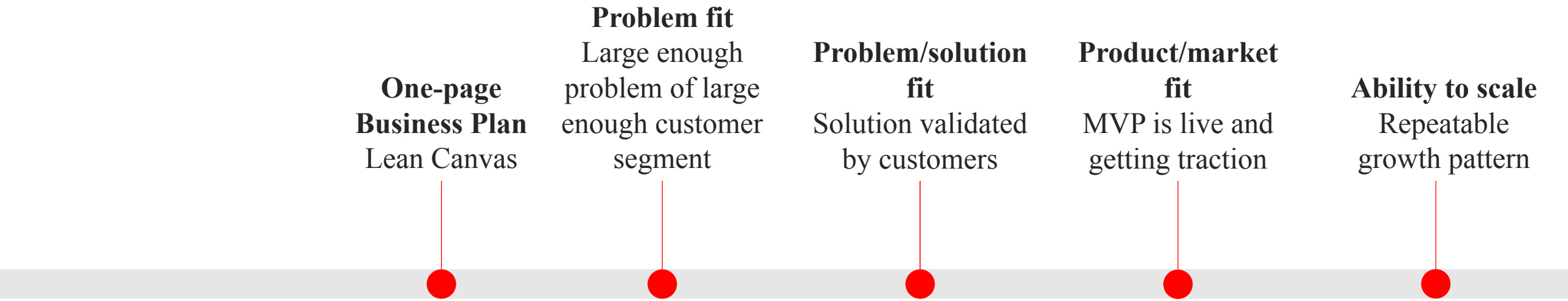


Innovation Journey
=
Lean Stack Framework
+
Innovation Program

Stages of Lean Stack Framework



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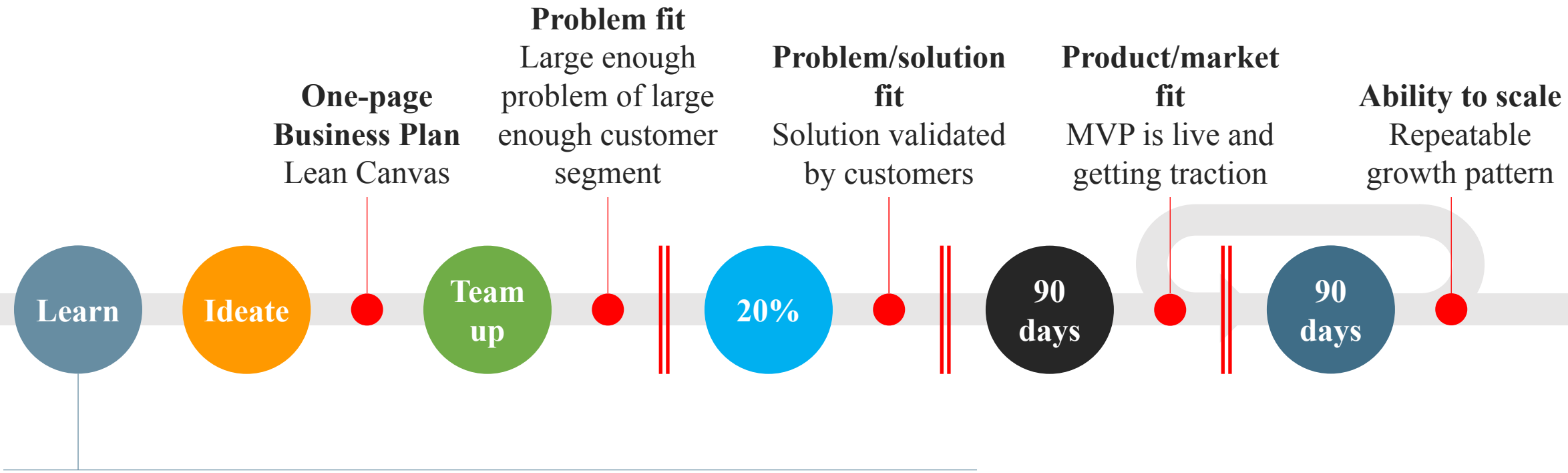
Innovation Journey



Attend mandatory LeanStack training to learn about LeanCanvas.

LeanStack is an online course facilitated by local innovation heroes:
https://leanstack.com

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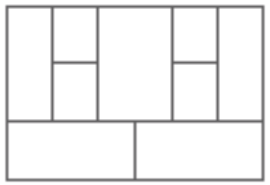
Document your Plan A



Business Modeling

- Lean Canvas
- Fermi Estimation
- Traction Modeling

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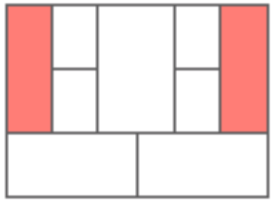
Identify the riskiest parts of your plan



Systems Thinking

- Customer Factory
- Theory of Constraints
- 10X Launch Strategy

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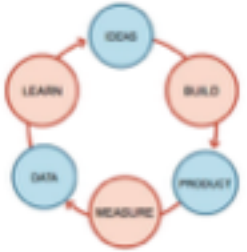
Systematically test your plan



Lean Startup

- MVP
- Experiments
- LEAN Sprints

= **LEANSTACK**

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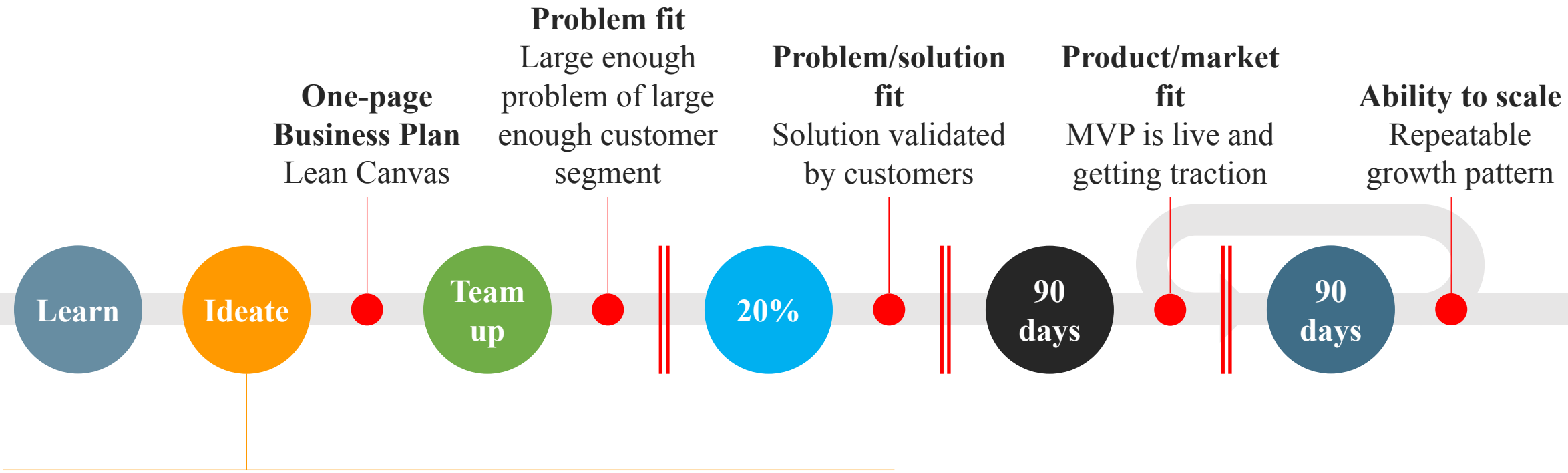
Innovation Journey



Attend ideation sessions or get inspired by other innovators.

Leverage Lean Canvas to structure your thinking.

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Innovation Journey

One-page Business Plan
Lean Canvas

Problem fit
Large enough problem of large enough customer segment

Problem/solution fit
Solution validated by customers

Product/market fit
MVP is live and getting traction

Ability to scale
Repeatable growth pattern

Learn

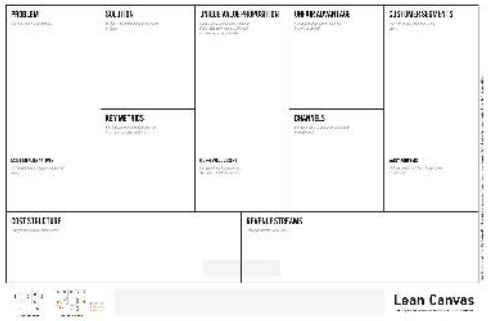
Ideate

Team up

20%

90 days

90 days



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Problem 1 Existing Alternatives	**Solution** 4 **Key Metrics** 8	**Unique Value Proposition** 3 High-Level Concept	**Unfair Advantage** 9 **Channels** 5	**Customer Segments** 2 Early Adopters
Cost Structure 7			**Revenue Streams** 6	

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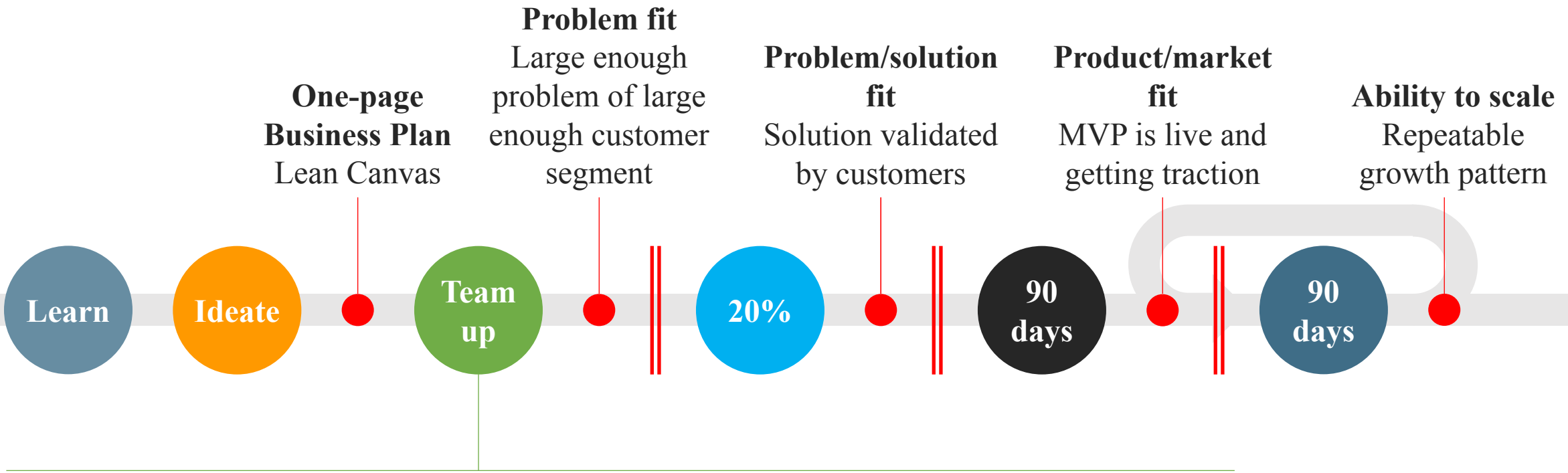
Innovation Journey



Build a cross-functional team, revise your canvas and gather data on the problem size.

Find team members by presenting at an ideation session or using our idea exchange.

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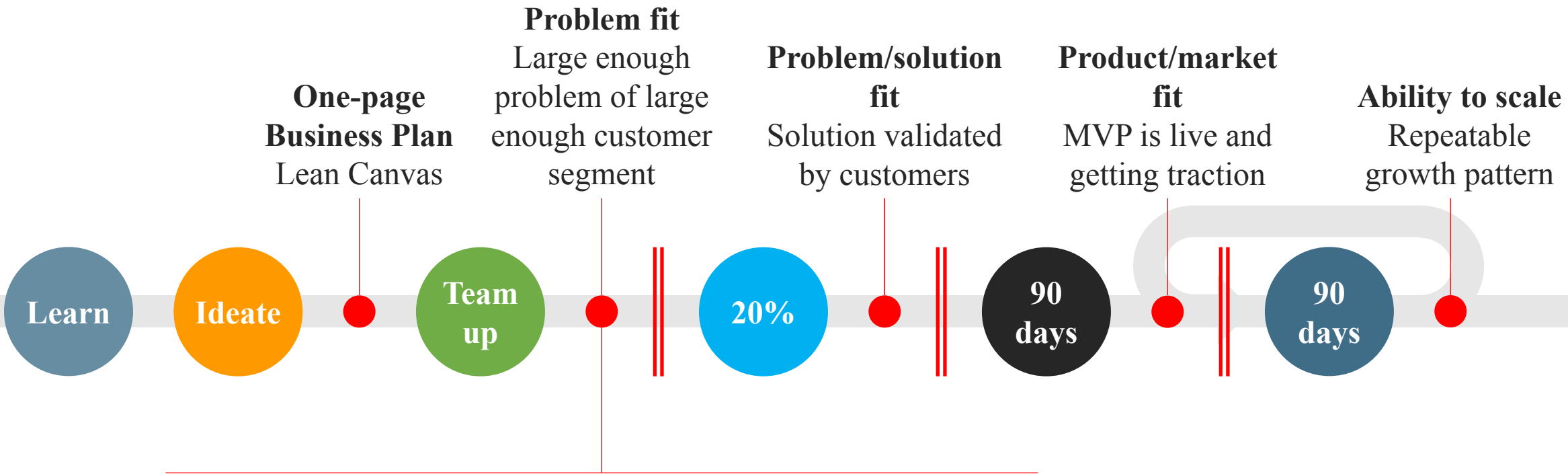

LeanCanvas, industry research and customer interviews.

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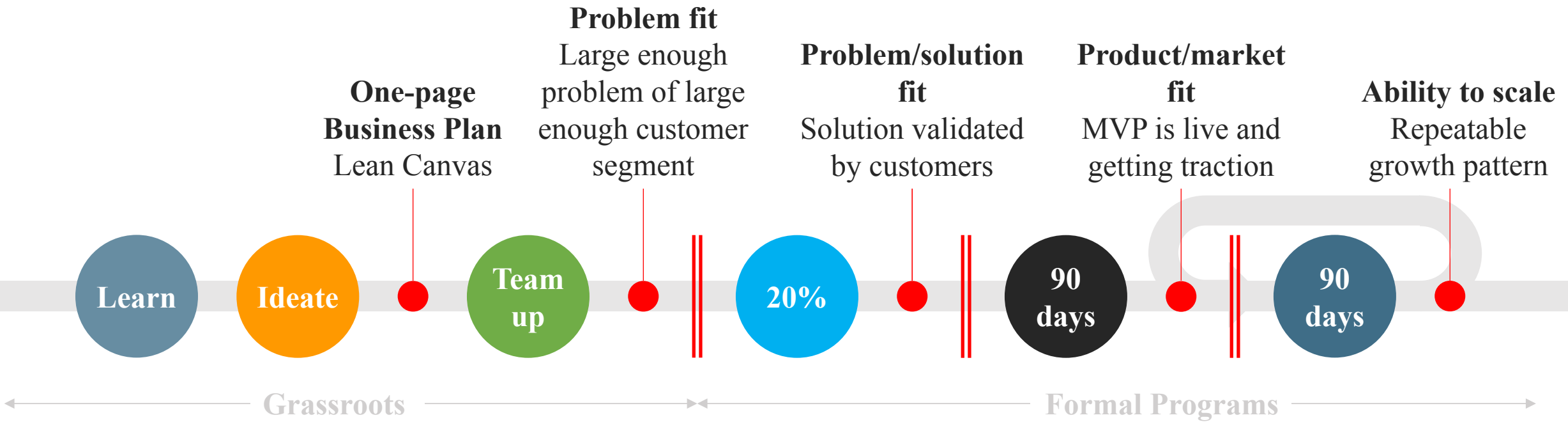

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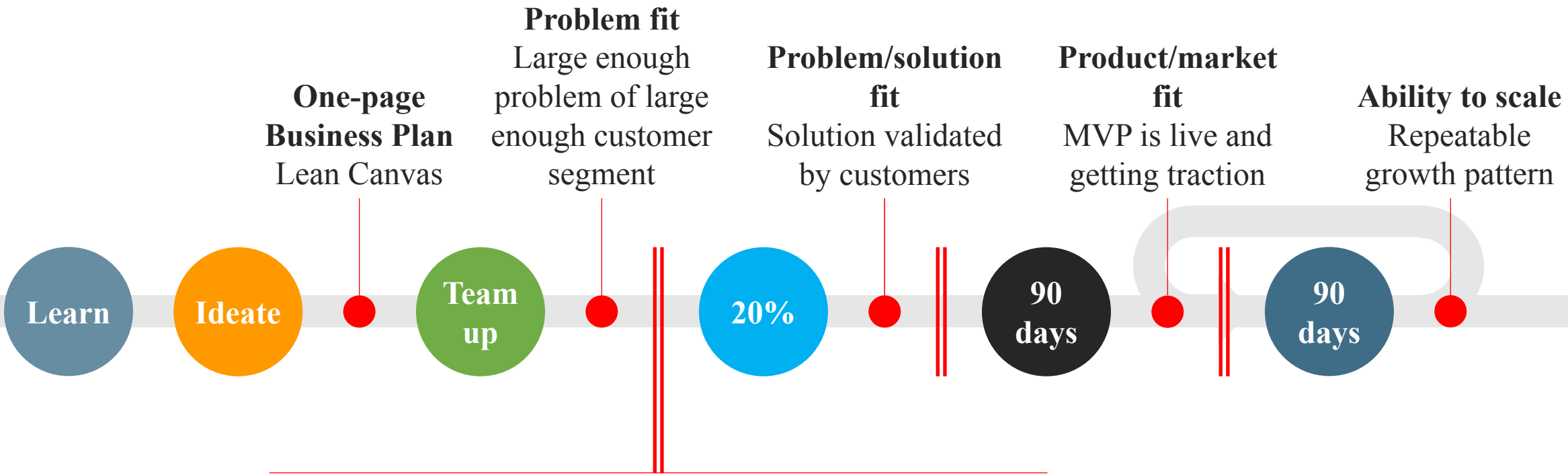

Pitch your idea and vision to the Innovation Board.

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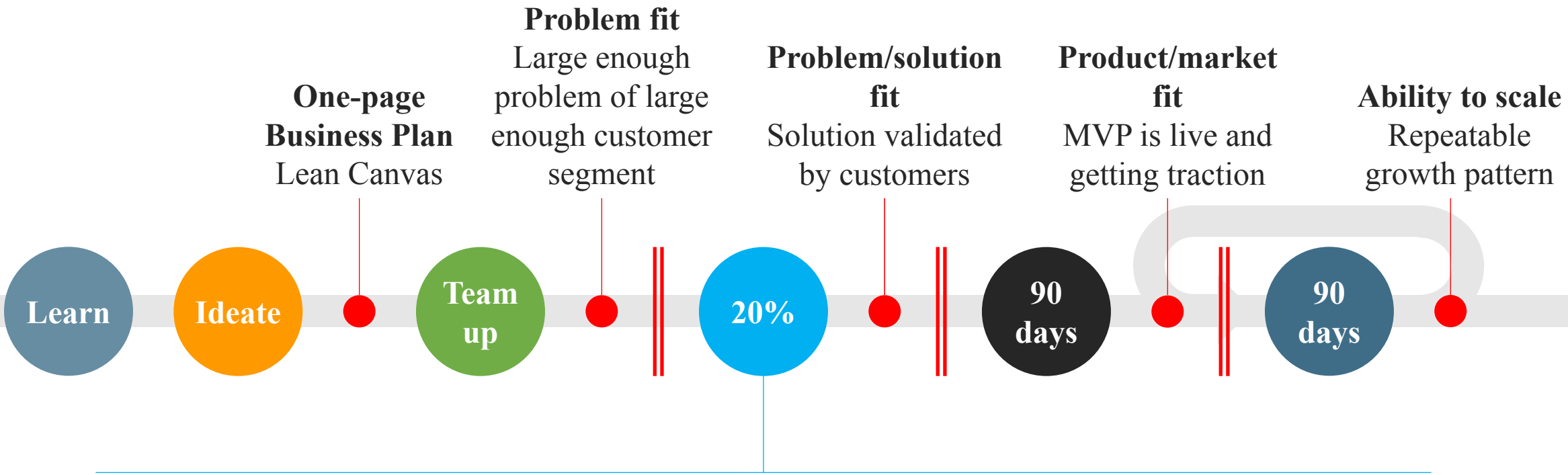

Your team is released from its duties every Friday for 8-12 weeks and assigned a mentor.

Talk to customers, use lightweight prototypes, prove that your solution works.

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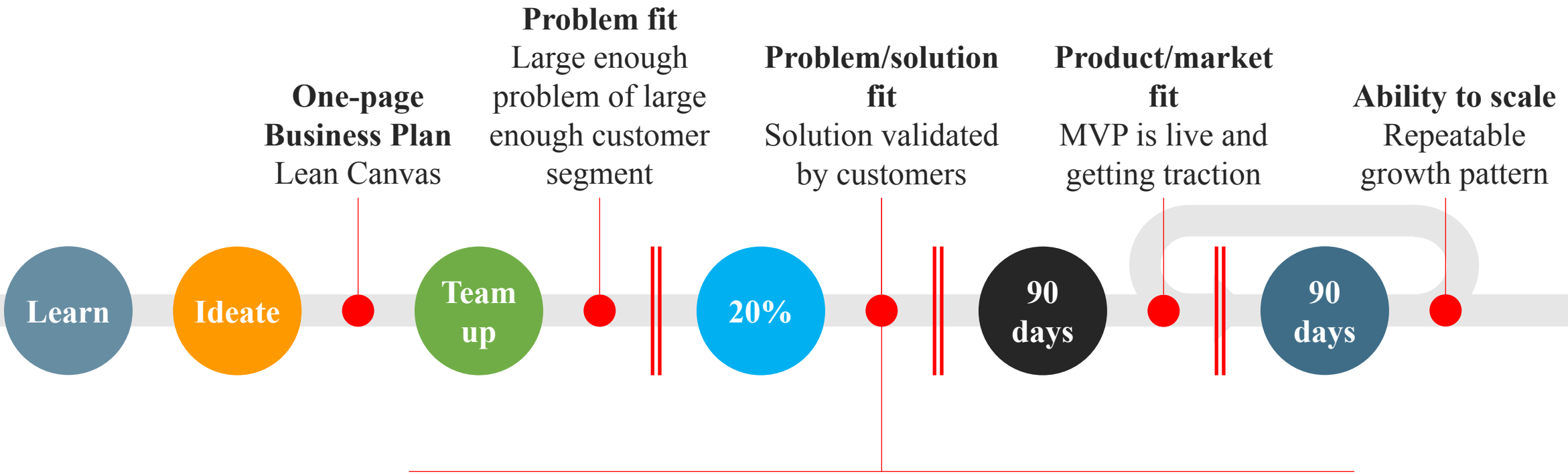

Examples:
50 customers *said* they would pay $50/month
100 customers signed up to be notified when the beta is ready
Successful Kickstarter campaign

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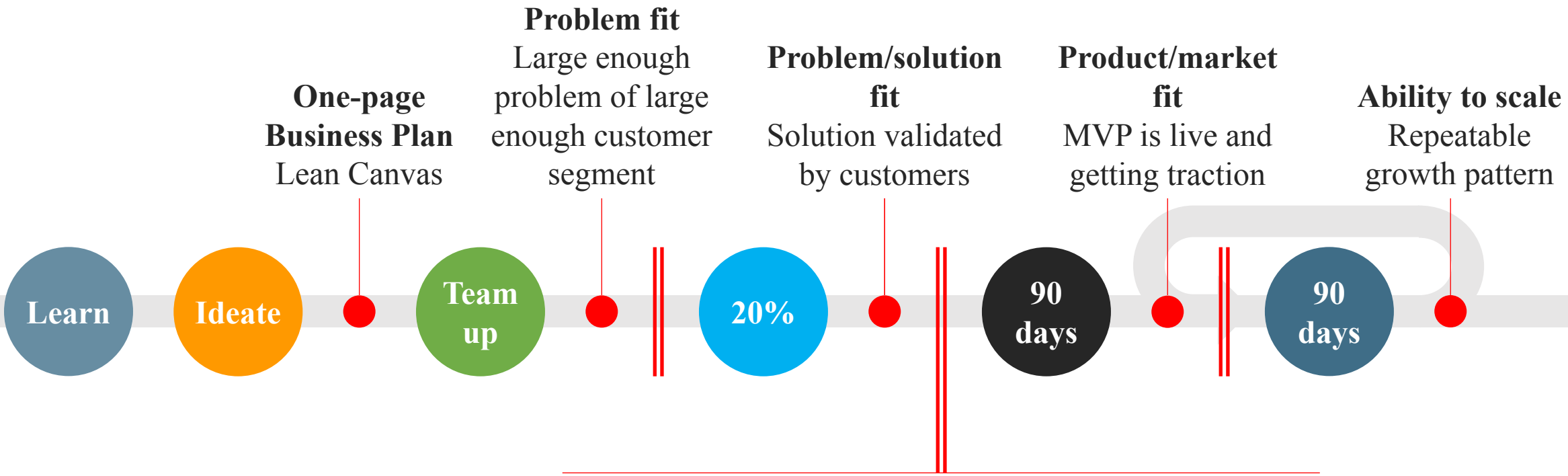

Present data in support of early customer interest.

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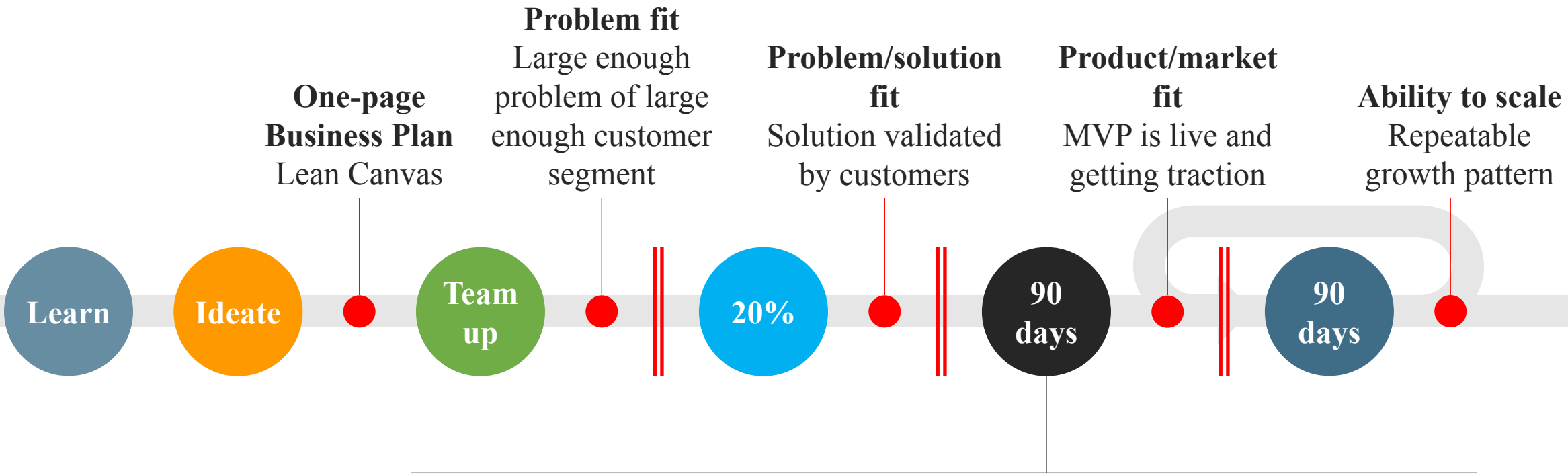

Your team is released from its duties for 90 days and assigned a mentor.

Release a minimum viable product (MVP) and sell it to customers.

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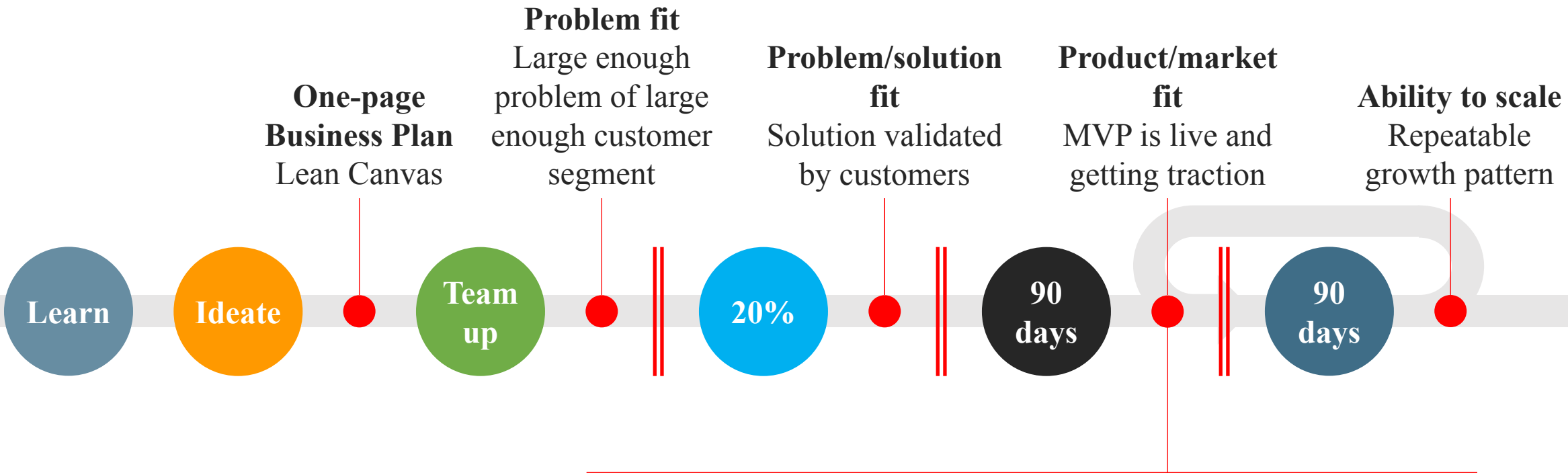

Examples:
50 customers *paying* $50/month
80 prospects signed advance purchase agreements for 1.0
100 prospects made a fully refundable reservation payment

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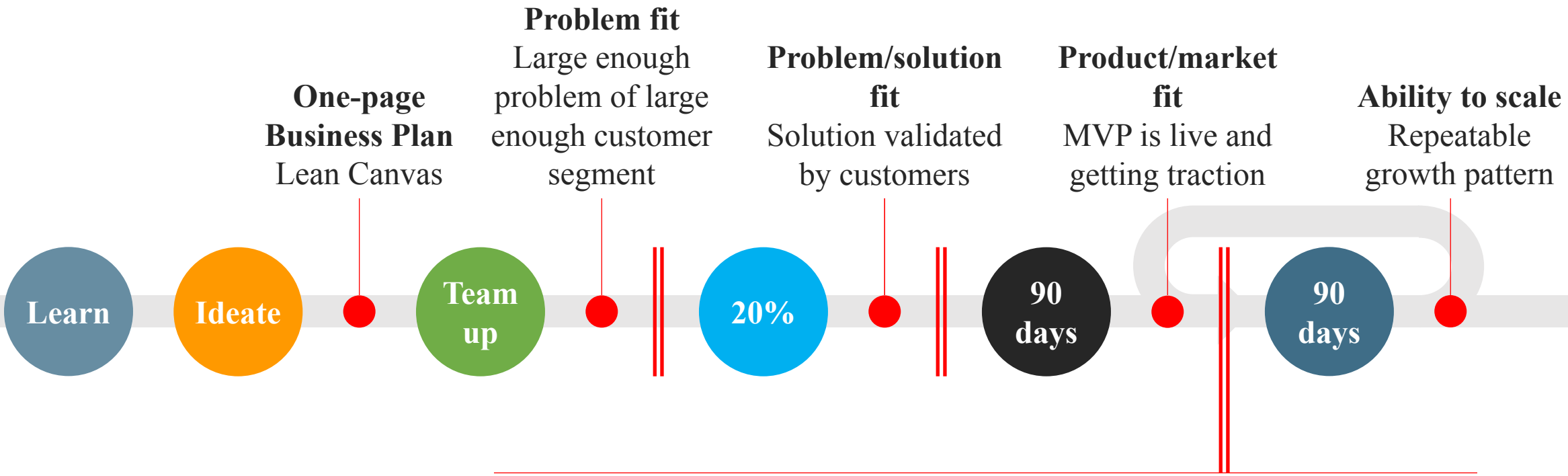

Present data in support of early customer traction (micro-traction).

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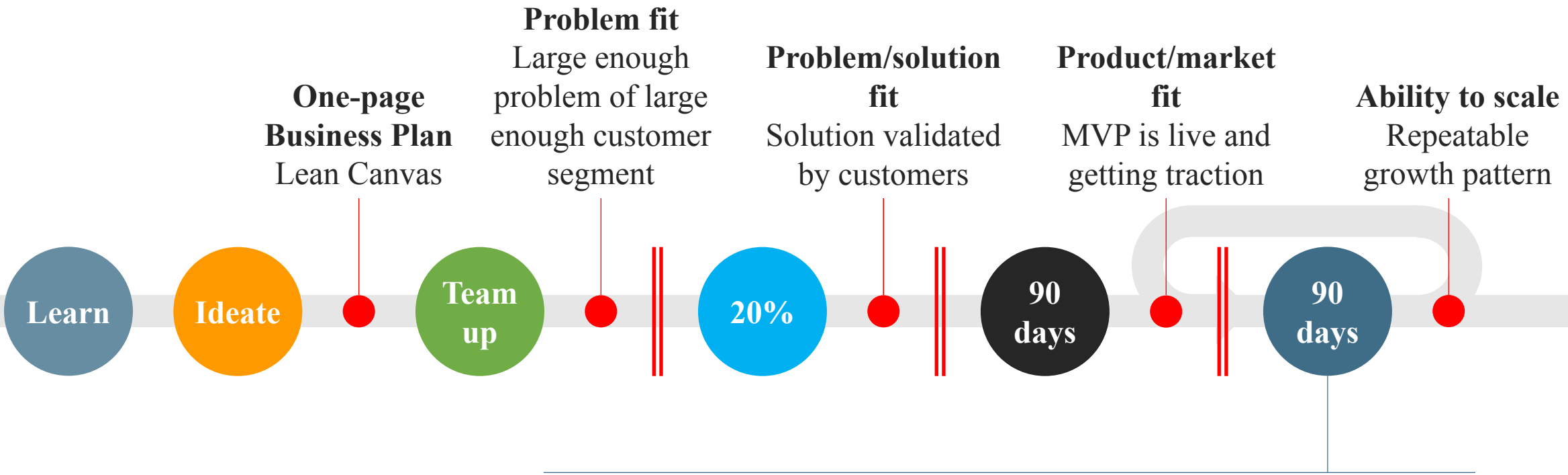

Your team is released from its duties for another 90 days.

Explore micro-acquisition, i.e., find an acquisition channel that has the *potential* to scale (and prove it).

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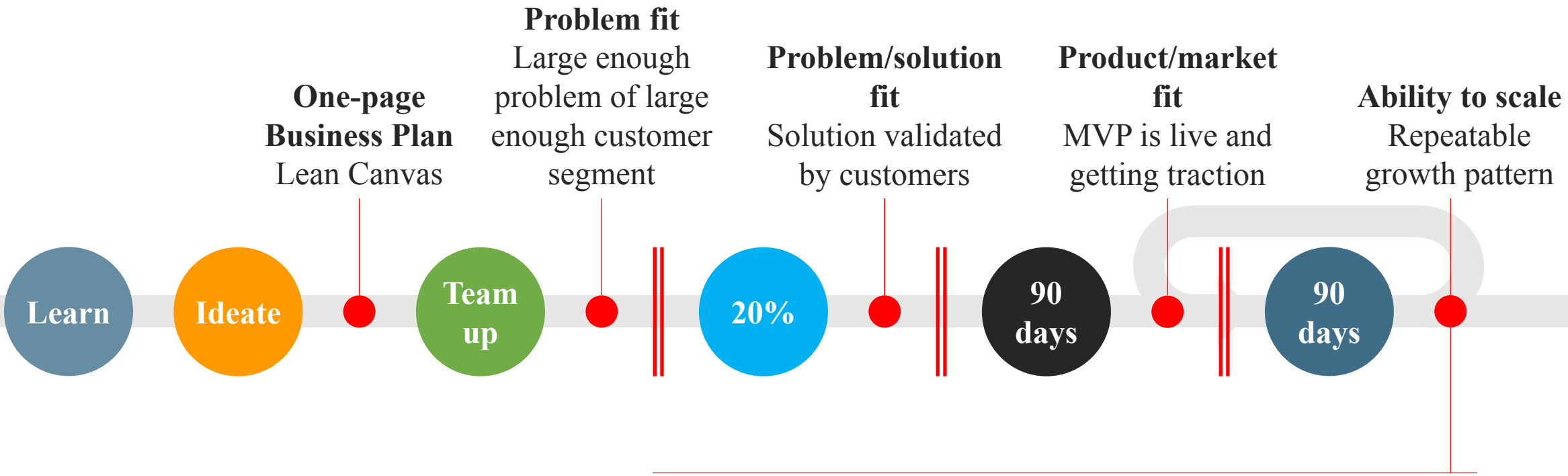

Examples:
$4,000 spend in Google AdWords led to acquiring 100 customers in 2 weeks
500 e-mails to Heads of HR led to 25 sales in 1 week

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What’s in it for You?

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What's in it for You?

Self-development

Visibility

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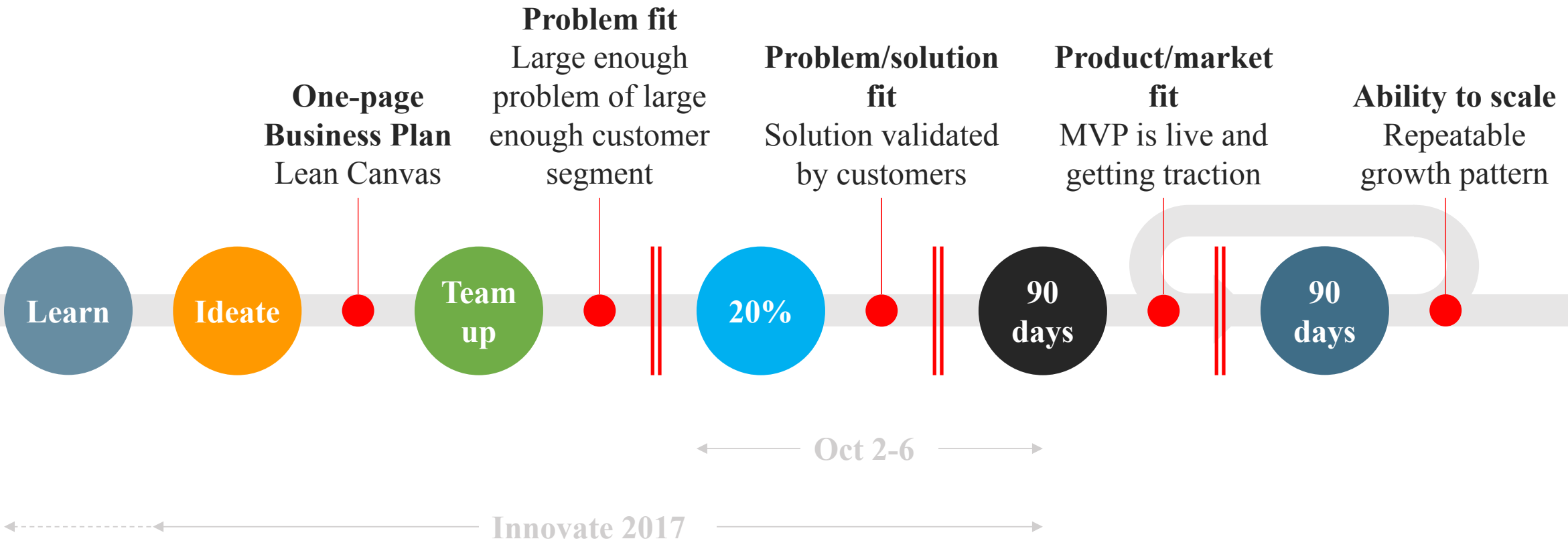
The Condensed Version: Hackathon



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Innovation Facilitators

Sandor
CTO

Bernd
CINO

Christian
Innovation Evangelist

Calum
Senior Product Manager

Network of Innovation Heroes

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Next Steps

1. Complete the LeanStack training
   - Reach out to Christian Ponce to get an account

2. Explore what other innovators are up to
   - Check out *#innovation-at-LMI* slack channel

3. Start thinking of Ideas! Do not wait for the Hacktahon

4. If you have an idea, e-mail innovation@logmein.com to start your journey…

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Thank you

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