What does "Market-creating innovations" mean to our company?

Money	Please use 1-5 scale, 5 being the highest
#1 We have easy access to minor investment funds for new ideas and new ventures	1 2 3 4 5
#2 As a company, we are truly great at making explorative investments	1 2 3 4 5
Structure	
#3 We have a unit (person, team, department) responsible for entirely new business development, outside our current core business	1 2 3 4 5
#4 We have a corporate structure for early ventures, strategy experiments, growth, spin -ins, spin-outs for new businesses	1 2 3 4 5
Mandate	
#5 We have an explicit growth ambition from the Board of Directors and Top Management	1 2 3 4 5
#6 We have a license to think big, dream big and take calculated strategic risks	1 2 3 4 5
SUM	

3

Company name:



## Money

- How can we get basic funding for new opportunities?
- How can we learn how to make explorative investments?
- How can we convince our top management to invest, rather than just cut?
- Who would we have to involve internally?
- Who would we visit, externally, to steal great ideas from?



## Mandate

- How do we actively influence the BoD?
- Who are the top visionary leaders we need to include in our mission for transformation?
  - How can we develop a strong growth mandate from our BoD and Top Management?
    - How does a license to Dream Big fit into our culture?



## Structure

- What does our innovation governance structure look like today?
- How can we get started on strategy and business model experiments?
- How can we develop a unit responsible for entirely new business development?
- How do we develop a new corporate structure for market-creating innovations?
  - Can someone easily step into this role?
  - What skills and expertise would this person

require to be successful?