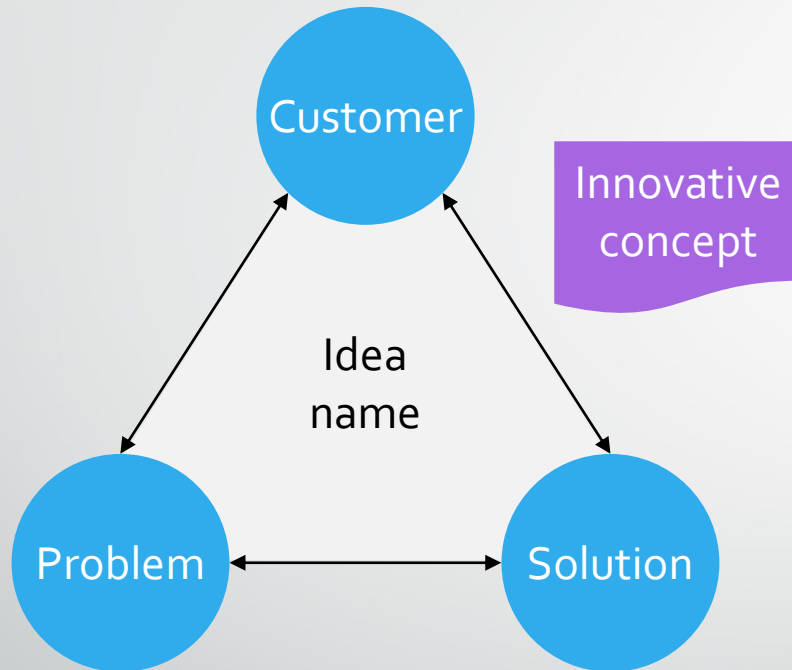




iPANEL: SoftCOM 2019 Innovation Challenge

Innovation guidelines

Basic innovation molecule tool



1. Problem

Describe the problem that needs to be solved and its connection to your conference paper.

2. Customer

Describe the person or group that derive value once the problem is solved. How will you be compensated for the solution.

3. Solution

Describe the solution in 1 to 2 sentences. How will you solve the problem in a way that will appeal to your customer.

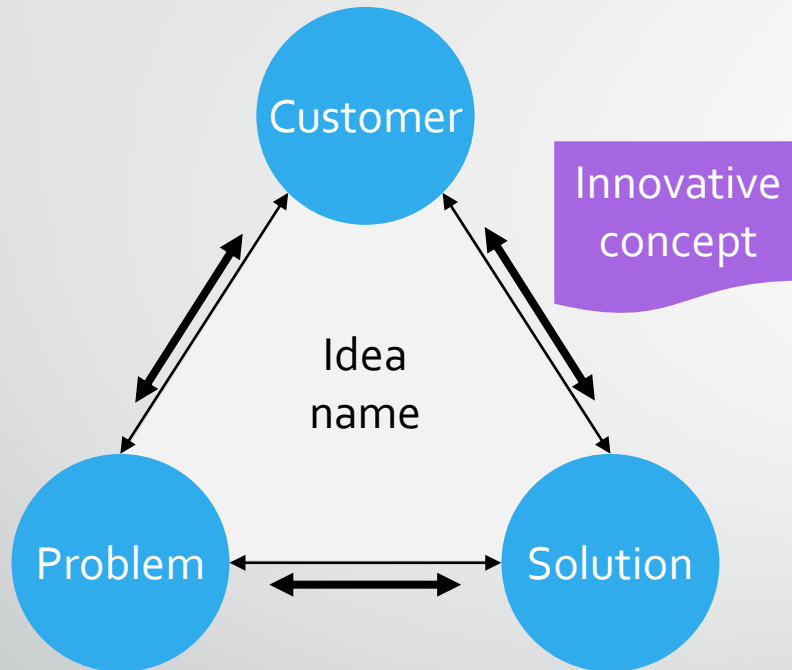
Innovative Aspect

What about this solution is different from existing products or services on the market today?

Idea Name

What will customers call your solution? Remember, this is your product/service name, so it also represents your brand.

Mature innovation molecule



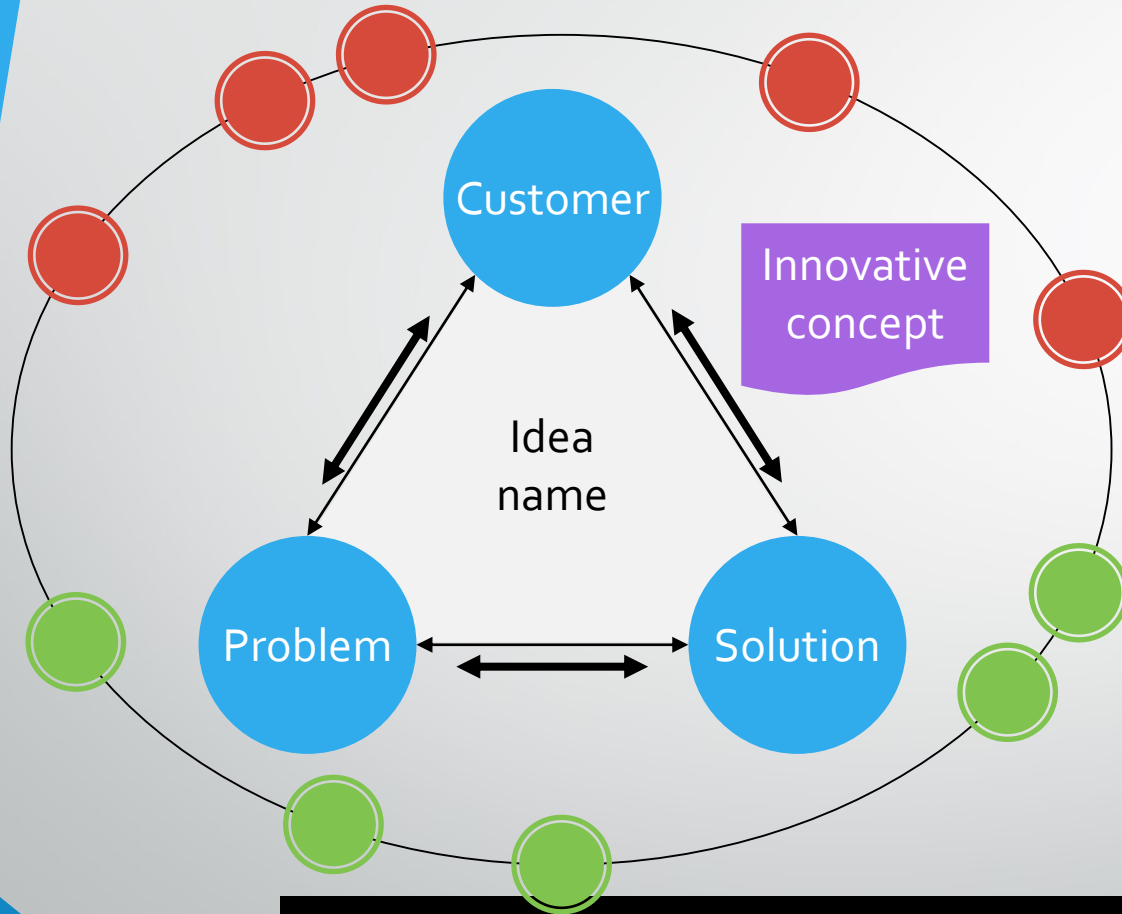
We are looking to create “stronger” double bonds between the “Problem” and “Customer” via prototypes to gain feedback and customer validation.

Small iterative (as many as possible) steps are needed to obtain a mature iMolecule.

Only with real genuine customer target/segment feedback on your idea, can you proceed.

For example, via a very basic prototype (i.e. sketch, wireframe, storyboard etc...) you can test critical assumptions you may have about your solution (i.e. is the GUI design meeting the customers needs etc...)

Extended innovation molecule



Pre requisite for this phase is that you have established strong end-customer (potential paying) on boarding !

Now you are ready to re-enforce and strengthen your innovative Idea by doing a landscape (i.e. bigger picture) review.

You need to highlight BOTH the Positive benefits (i.e. depicted as green circles on outer ring) in the idea (in point format) & the possible Negative (risks or threats depicted as small red circles) to your idea.

Customer value proposition (CVP)

The (**product name**) is a (**product category**) that (**statement of key benefit that is the compelling reason to buy**). Unlike (**primary competitive alternative**) our solution (**describe the idea and the statement of primary differentiation-delta**)

CVPs must :

- Created to be „Heard“ not JUST read
- Think of it as the 'elevator pitch' of your idea
- Living „organic“ proposition...will change as you learn more & get iterative feedback
- The opening „punch-line“ for your brand (STRONG Branding)

EXAMPLE

The **ACME LED lightbulb** is a **standard replacement lightbulb** that **delivers exceptionally long life, significant energy savings, and contains no mercury**. Unlike the **Filips incandescent or fluorescent lightbulbs** our ACMELED bulb **will provide you with immediate energy savings of up to 80% while being environmentally friendly**.

Customer focus: facts vs opinions

- **Identifying the problem** you are going to solve (& confirm authentic validated demand); it **is 99% of the battle**.
- Internal meetings in safe & luxus conference rooms will not identify authentic demand. At best, you create guesses about a starting point. **Get out of the office!**
- **Most new ideas fail** due to **lack of customers (willing to pay)** not lack of product.....we hear it all the time (i.e. Si Valley syndrome.....)
- The phase **"It would be nice if...or nice to have"** will cost you **\$\$\$\$**
- Lean Innovation is not the result of a business plan, **it provides the input for a genuine & validated business plan**.