

1 What does “market-creating innovations” mean to our company?

Company name:

MONEY		1 - 5 Scale (5 being the highest)				
1.	We have easy access to minor investment fun 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-outs, 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

