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

MONEY	1 - 5 Scale (5 being the highest)				
<ol> <li>We have easy access to minor investment fun funds for new ideas and new ventures</li> </ol>	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					



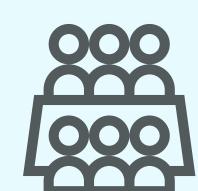
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## MONEY

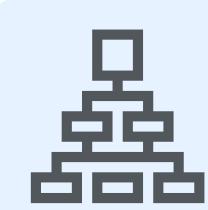


- How can we get basic funding for new opportunities?
- How can we learn how to make explorative investments?
- How can we convince our top management to invest, rather than just cut?
- Who would we have to involve internally?
- Who would we visit, externally, to steal great ideas from?

## **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?

