

Part IV

Tools, Methods and Technologies

Sustainable Innovation Tools: Two Examples from Business

At Innoboost, a cooperative of innovation professionals we support entrepreneurs and organizations in bringing their innovative ideas to reality. We always think from a customer perspective: What do they really want and how can we surprise them with an experience? We look beyond profit. We look ahead, instead of focusing on innovations that deliver quick wins: from making a positive impact on the environment and society (or circularity), to giving them a memorable experience which makes customers love their brand even more, to cool-innovations that will engage and attract (new) employees.

We always use two 'tools' during this process:

1. The experiment card
2. The Value Customer Experience template

These and other tools, based on action research in collaboration with researchers from Delft University of Technology (TU Delft), are available at: www.innoboost.nl/tools

The experiment card: The goal of the experiment card is to capture facts and assumptions—the starting point for small and quick learning experiments. It is an efficient and easy-to-use tool for front-end

innovation teams to capture key risks and assumptions during an innovation process, best used in the early phase of innovation, before significant financial and resource investments are done in product/service development. At the beginning of the conversation with our customers, we want to understand what the scope is, the ‘why, what and how’ of their circular innovation(s). Most innovation teams have to deal with assumptions in the front-end of the innovation phase. The experiment card captures these assumptions during the innovation process. The key or most risky assumptions that could have a big impact on bringing the innovation idea to market are the starting point to identify and design the experiment(s). The first step is to agree what we will measure in the experiment. The next step is to set the criteria for success. After execution of the experiment, the team will reflect and learn from the outcomes and further develop and improve the innovative ideas. The assumption card should be updated with new assumptions. These learning cycles are repeated until the team has reduced the list with assumptions to a level that the team and project sponsor decide to start with the development of a product/service and market introduction.

Experiment card
Develop your own experiment



How to use it?

1. What is your circular idea?
2. On what assumptions is this based on? Define your three riskiest assumptions.
3. How can we test each of these assumptions with a small experiment with a budget below 2k?
4. How will you measure it and when will it be a success?
5. What resources do you need to execute the small scale-experiment?
This can vary from people, test products, time, money etc.

Circular idea

Risky assumption	Small-scale experiment	Measurement	Success if	Resources
1				
2				
3				

The Value Customer Experience template: The goal of the CeX-template is to create a circular story to persuade customers. It's a circular and inspiring alternative for the value proposition templates based on the idea of a fairy tale. The story begins with the Hero, your customer. The Hero of the story is your customer, who wants to accomplish and feel something. In other words: he/she wants to marry the Princess to feel loved. The Princess: she is all you ever wanted and she expresses the core need(s) you have to fulfil. However, the Dragon is in the way, which represents the tension that prevents the customer from achieving getting what he or she wants. The Hero can have a Sword to beat the Dragon. The Sword symbolises how this is usually solved by your competitors or by your customers using alternatives. You will need the Blacksmiths because the Sword is not sufficient anymore to get to the Princess. So, your company and partners, or in this case the 'Black smith', have made something else. Your unique resources and capabilities allow you to make a Magic Ring that directly helps you to get to the Princess. Finally, you will marry the Princess: the Experience. This is the ultimate feeling the Hero was searching for and is about how your product/service offering will make your customer feel.

Value proposition - CeX sells

Create a circular story to persuade customers

How do you use it?

Everyone knows the classic fairytale where a hero wants to marry the princess. (Imagine the hero is your customer who wants to accomplish and feel something. How can you help him or her in a circular way?)

How do you start your circular story

1. Fill in the elements of the story you already have
2. Do you know who your customer is? If so define what he/she really wants to accomplish and feel. Ask 5 times why to come to a core need.
3. If you are not sure about your customer, what unique resources and capabilities does your company have?
4. Who would be interested in these resources and capabilities? Repeat step 1.

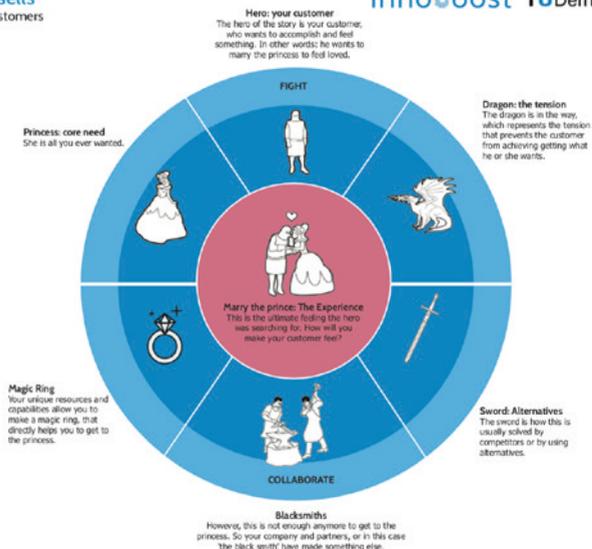
Example

Once upon a time there was a retailer who struggled to get to customers before his competitors did. Traditional advertisements did not seem effective anymore.

Until Pearby offered a platform that offers seasonal sales, consumables and services along with rented products.

A convenient service that draws customers to the renting-pick-up point at the retailer, because now they have everything they need at one place. That's how you outsmart the competition.

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