

ALL YOU NEED TO KNOW TO USE THESE CARDS



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BRAINSTORM CARDS

How to use the Brainstorm Cards?

1. Start from a challenge or problem.
2. Use the cards to be inspired; start with individual sessions of 20 minutes.
3. Share the ideas within the team and build further on the best ones.

4 sources of Innovation



Technological Trends



Regulatory Scenarios



Outsider Perspective



Customer Trends

ABOUT BOARD OF INNOVATION



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BEHIND THESE CARDS

Board of Innovation makes corporates innovate like startups, mixing proven methods from Design Thinking and Lean Startup.

www.boardofinnovation.com

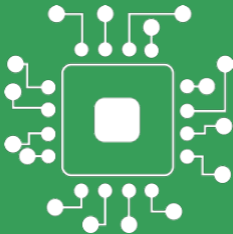
hello@boardofinnovation.com



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TECHNOLOGICAL TRENDS



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WHAT IF YOU USED THE CLOUD?

Imagine you're not all in the same place. You have to be able to access the service from anywhere. Also clients could use your single centralized solution.

Example



Dropbox saves files in the cloud that you can share with different people.

WHAT IF EVERYTHING WAS CONNECTED?

Think of sharing info or data with different stakeholders automatically. Maybe products could even interact?

Example



On Google Drive (Docs, Sheets and Slides) the documents can be edited simultaneously by different people.

WHAT IF YOU AUTOMATED THE PROCESS?

Think about how you could create the same experience for your customer without manual interactions.

Example



IFTTT links lots of online tools and automates anything you like. For example: If my gps signal picks up a certain location, pay my parking ticket online.

WHAT IF YOU USED THE INTERNET OF THINGS?

Think of connecting regular products to the internet, remote control, machine to machine interaction, etc.

Example



Tile is a Bluetooth tracker that helps to find your lost stuff in seconds. Attach, stick, or place Tiles inside everyday items and keep track of them in the Tile app.

WHAT IF YOU USED BIOMETRICS FOR IDENTIFICATION?

Imagine using fingerprint, iris-scans or a person's unique heart beat to make identification both very secure and convenient.

Example



Citibank uses voice biometrics to automatically identify a customer while he or she explains an issue to a customer service representative over the phone.

WHAT IF YOU USED LIVE INTERACTION?

Imagine real-time recordings to be used as news flashes, instruction videos, condensed pieces of learning content, etc.

Example



Periscope

Periscope is an app that allows anyone with a smartphone to live stream their recordings to their twitter audience. It can be used everywhere, anytime & by anyone.

WHAT IF YOU COULD USE ARTIFICIAL INTELLIGENCE?

Imagine realtime recordings to be used as news flashes, instruction videos, condensed pieces of learning content, etc.

Example



All online questions directed to the customer service of KLM on Facebook and related to bookings or flight numbers are handled by chat bots.

WHAT IF YOU COULD USE WATSON?

Imagine a super computer that can analyze millions of documents and answers any question taking all those documents into account.

Example



Watson is used to calculate the pension plans of US military veterans. Thousands of exceptions make it too complex to be executed correctly by a person.

WHAT IF YOUR SOLUTION ADAPTED TO DIFFERENT CULTURES?

Think of a solution to be used globally without language or culture barriers.

Example



Google Translate automatically translates all websites to English (or other language) if you install the plugin.

WHAT IF YOU COULD PREDICT CUSTOMER BEHAVIOR?

Think of a solution that answers customers' needs incredibly fast by preparing a tailored product or service before the need exists.

Example



Amazon patented predictive logistics in 2014. Based on buying trends, your searches and region data they already send products close to you before you buy it.

WHAT IF YOUR CUSTOMER WAS ON A DIGITAL DETOX CURE?

Imagine a non-connected solution for your problem. Your customer tries to avoid all sorts of digital products and communication.

Example



The renewed success of board games partly lies in the need of people to come together physically again.

WHAT IF EVERYTHING WAS ENCRYPTED?

Imagine a super secure solution that is in no way hackable. Not even by the provider. Also think about the opportunities it creates.

Example



Whatsapp encrypts all your messages. This allows more use cases than originally intended (business for example).

WHAT IF YOUR PRODUCT LEARNED BY BEING USED?

Imagine your solution to become smarter every time it is used. It memorizes what you do and tries to make use easier next time.

Example



The Nest smart thermostat finds patterns in your behavior and adapts temperature to historical data and your current behavior (or location).

REGULATORY SCENARIOS



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WHAT IF YOU COULD SELL AT NEGATIVE MARGINS?

Imagine that you could sell way below prices of competition, that you would be able to attract all existing clients on the market.

Example



Ikea Belgium sold €2.5 steaks & fries to attract customers to their shops. Side note: restaurants and butchers took legal action for unfair competition, without success.

WHAT IF DRONES WERE ALLOWED EVERYWHERE?

Think of a way to use drones in your service (delivery, automation, scanning, security, etc.)

Example



Gatewing, a Belgian founded company, is using drones to make 3D scans of construction sites, mines, crops, etc.

WHAT IF YOU HAD ACCESS TO ALL YOUR CLIENT'S PERSONAL DATA?

Imagine a world without privacy concerns and clients expecting companies to use their data.

Example



Customer can sell their data to DataCoup that sells it to corporates for marketing purposes (up to \$9 per month)

WHAT IF DIRECT ADVERTISING WAS FORBIDDEN?

Imagine a world without commercials. Good products and services create brand lovers that share experiences with others.

Example



Startups often use a 'concierge MVP' to test their product. The front-end seems an automated tool but the back-end is a person that handles everything manually.

WHAT IF YOUR SERVICE WAS FREE FOR YOUR CUSTOMER?

Think of ways to earn money without asking users to pay for it: advertising, referral fees, freemium models, etc.

Example



Spotify is a freemium service. Only 30% of users pay a monthly fee, the remaining 70% use the free version, which has ads and limited features.

WHAT IF YOU ALWAYS NEEDED TO HAVE A PARTNERSHIP?

Think of co-creating new solutions with a partner company. Always. Who would you work with? What would that result into?

Example

PHILIPS

Philips has a history of launching products in joint ventures with other companies. Think of coffee brands, Nivea, etc.

WHAT IF THERE WAS NO REGULATORY FRAMEWORK?

Think of 'grey-zone' solutions that might become forbidden in the future but deliver value on short term.

Example



AirBnB and many other startups were able to grow exponentially because no regulation existed for their kind of business in the first years of their activities.

WHAT IF YOU GOT FINES WHEN DELIVERING BELOW CLIENT EXPECTATIONS?

Think of ways to overshoot client expectations. What could 'wow' your offering?

Example



When Zalando introduced free return shipping, it broke the business case of all other online clothes retailers.

WHAT IF BEHAVIOR COULD TRIGGER PAYMENTS?

Think of ways to eliminate conscious payments by your client. Think of honest ways to arrange reimbursement automatically.

Example



Uber took away the hassle of paying cabs. Once your driver finishes the ride, you automatically pay via credit card.

WHAT IF YOUR COMPANY HAD ONLY 5 EMPLOYEES?

Imagine ways to offer your products and services with a small team. Consider automation, outsourcing, etc.

Example



Instagram had 13 employees when acquired by Facebook for \$1B.

CUSTOMER TRENDS



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WHAT IF THE PRODUCT WAS ALSO AN EXPERIENCE?

Imagine buying, opening and using the product as an experience, on top of the product's functionality.

Example



Nespresso turns buying coffee pads into an experience for their customers.

WHAT IF YOU ONLY HAD CUSTOMERS ABOVE 90 YEARS OLD?

Imagine an offering that is dummy proof, has no need to be explained or does not require clients to visit a physical place.

Example



Lift Hero has created a peer-to-peer lift service that uses trained or studying medical professionals to drive the elderly safely to their destination.

WHAT IF YOUR PRODUCT WAS SO SIMPLE, A CHILD COULD USE IT?

Imagine a solution that doesn't need an explanation.

Example



iPads are so user friendly that kids from 2 year old can use it. The intuitive interface allows users to learn by doing.

WHAT IF YOU NEEDED TO BE 100% TRANSPARENT?

Think of ways to be truly honest and open to everyone in your value chain. What opportunities would it create? No NDAs, no secrets, etc.

Example



Buffer, a social media startup, has a file with up-to-date wages of everyone working in the company available for the public on their website.

WHAT IF YOU HAD TO SOURCE EVERYTHING LOCALLY?

Imagine that your customers only buy if you can prove that all value in your product is created within a 100 miles range from the store.

Example



3D HUBS

3D hubs, a platform for 3D printing, decentralizes production to people with a 3D printer at home. If you want a print, you can pick it up nearby at the printer's home.

WHAT IF YOU PERSONALIZED EVERYTHING YOU DO?

Think of ways to eliminate all standardization. You are able to give customers exactly what they want, whatever their demands.

Example

SUITCASE
—————  —————

Suitcase, a Belgian startup creating a shopping experience for men, sends you a box with a personalized set of clothes. If you don't like them, you can send items back.

WHAT IF EVERYONE LIVED IN URBAN AREAS?

Think of solutions that work best in crowded cities with lots of traffic jams, apartments blocks and ubiquitous WiFi.

Example



Fon provides a global crowd-sourced WiFi network, where users share their broadband connection via WiFi and in return get access to other user's hotspots.

WHAT IF CUSTOMERS COULDN'T WAIT FOR MORE THAN 8 SEC?

Think of customers who are very impatient. If you make them wait, you loose your customer.

Example



Amazon calculated that every 100ms improvement to the loading speed of their website, brings them 1% more revenues.

WHAT IF CUSTOMERS COULD SHARE YOUR OFFERING?

Imagine a setup that allows customers to use your offering when needed while splitting the cost amongst different peers.

Example



Antwerp Velo Bikes is a bike sharing service owned by the city of Antwerp. Citizens pay €35/year to use the bikes for an unlimited amount of 30 minute slots.

WHAT IF THE ONLY DRIVER TO BUY WAS SUSTAINABILITY?

Imagine that each additional kg of CO₂ produced by your company makes you lose a customer. Think of products that have zero (or even a positive) impact on the planet.

Example



Nike's new Logistic Campus in Belgium is self sufficient and creates energy to supply 1500 households on top of the Campus' own needs.

WHAT IF YOU USED GAMIFICATION?

Think of ways to make clients have a fun time while using your product or service. Think of different levels, rankings or perks.

Example



Waze, a free GPS app, gives you points for every km driven and every report added. With these points, you can customize your avatar within the app.

WHAT IF YOU HAD A CUSTOMER READY TO PAY €1M?

Imagine VIP features that make you rich if you can sell them once. Exclusive top notch services can make sense for the happy few.

Example



In Gaming, the term 'whales' is used for clients that spend thousands of dollars on in-app purchases. Often they are professional gamers earning by advertising.

WHAT IF THE CROWD WAS WILLING TO HELP YOU?

Think of tackling big challenges by using lots of helping hands.
#CrowdFunding #CrowdSourcing
#CrowdInvesting #CrowdLending

Example



Lego launched an ideation platform to crowdsource ideas for new products. Everyone can submit, everyone can vote and the winning ideas gain 1% of net sales.

WHAT IF ALL BUYING DECISIONS WERE REAL-TIME?

Think of capturing needs when they occur and delivering your product or service at that specific time and place.

Example



'Push for pizza' is an app with one feature: an 'order pizza' button. It knows your favorite pizza, uses your GPS location and sources from a local delivery place.

OUTSIDER PERSPECTIVE



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WHAT IF YOU WERE GOOGLE?

Imagine that you had unlimited access to engineers, software and many other resources you could wish for.



WHAT IF YOU WERE HELLOFRESH?

Imagine you had a low entry flexible subscription model for your service, zero inventory and millions of marketing budget.



WHAT IF YOU WERE AMAZON?

Imagine you had access to all the offerings and brands you want and no need to arrange physical presence as a company.



WHAT IF YOU WERE FACEBOOK?

Imagine you had +1B people spending 30 minutes with you every day, allowing you to record everything they do.



WHAT IF YOU WERE UBER?

Imagine you had unlimited cash to pay lawsuits. Also think of solutions that are controversial to the established industry.



U B E R

WHAT IF YOU WERE AL CAPONE?

Imagine you knew someone everywhere. Now you can influence politics by doing business.



WHAT IF YOU WERE HARRY POTTER?

Imagine being able to give customers what they want, as if by magic. What would you give them?



WHAT IF YOU WERE OPRAH WINFREY?

The media is yours. What you say is considered the truth and people follow you whatever you do.



WHAT IF YOU WERE A STUDENT?

Imagine having just enough cash for a burger and 2 beers a day. How would you build your offering? How would you test it?



WHAT IF YOU WERE ELON MUSK

Imagine having a big plan for humanity. You believe in economies of scale to disrupt markets with affordable products.



WHAT IF YOU WERE BONO?

Philanthropy is what you preach.
You show to care about people
in need and fight for equal rights
amongst the world population.



THANKS :)

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