

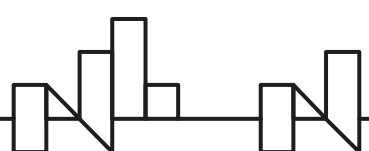
# Summary and Objective

## **10 types of innovation framework**

The 10 types of innovation framework, once understood, is a very practical and action orientated framework. It looks at innovation through a lens of 10 dimensions and is an excellent tool to help entrepreneurs to understand innovation in its wider view. When people talk about innovation, it is often associated with new products, services and features. This tends to be a narrow view of innovation and can lead to missed opportunities. Another very useful element of this framework is that it comes with over 100 different tactics that you can use as inspiration to come up with new innovations. It's great for anyone struggling to come up with ideas on how to innovate and it's a great way to stimulate your thinking.

## **Session Objective**

A useful framework that is practical and actionable to help entrepreneurs to generate innovation ideas. Simple and practical tips on how to use the framework with young entrepreneurs to make it relevant and practical.



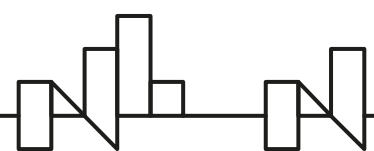
# Why Innovation is Important & How to Apply Innovation



# The importance of innovation

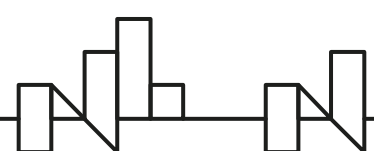
Innovation can help my business to:

- **Grow** and expand
- Be **more efficient** to save money and time
- Stay **relevant**
- **Stand out** from others



# Innovation is vital to small businesses

- Innovation is one of the most important tools an entrepreneur can use for their business. While change is hard and potentially costly at times, not being able to change and adapt will mean a business won't be able to grow and thrive
- **Innovation can keep a business fresh:** With tech advances rapidly taking place, concepts and products can become stale fast. Innovating the way you keep abreast of these trends will help ensure that you're tailoring your products and services accordingly, keeping you and your business relevant and prosperous
- **You can use innovation to solve problems:** If you find you're running into problems in your business, unexpected results, drops in sales – you can't keep just doing the same old thing and expect things to change. You have to take a step back and figure out what needs to change, and then do it.
- **Innovation can make a business more efficient:** Innovation can help your business do things quicker, cheaper and use less resources - there's almost always a better way to do something. Efficiency means you can generate more profit which he can re-invest back into your business
- **Being innovative can help you stay connected to your customer base:** Innovation can help you understand how your customers shop, why they pick your business over another, and how they want to engage with you. This can help you focus on things that matter the most to your customers so you can continue to meet their current and future needs

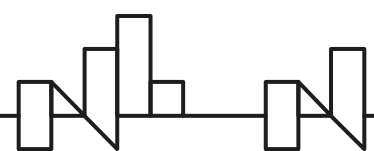


# What changes can be made to a product or service?

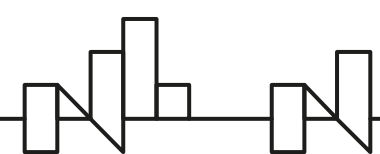
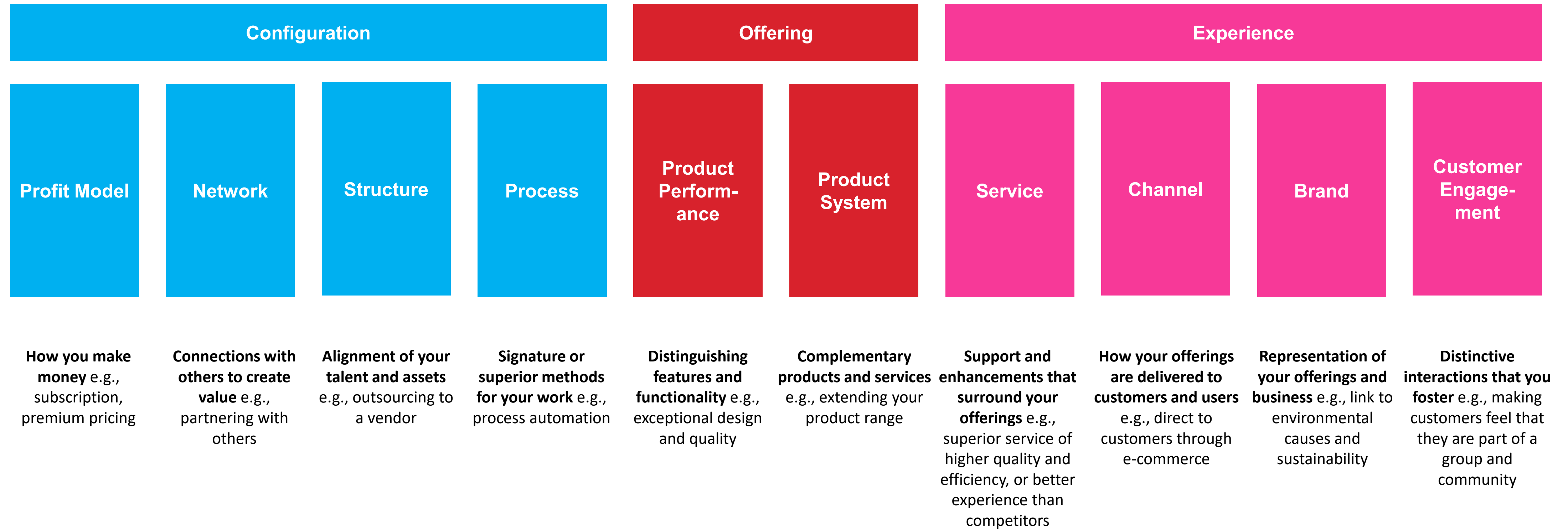
## How would you innovate a product or service?

What would be your ideas?

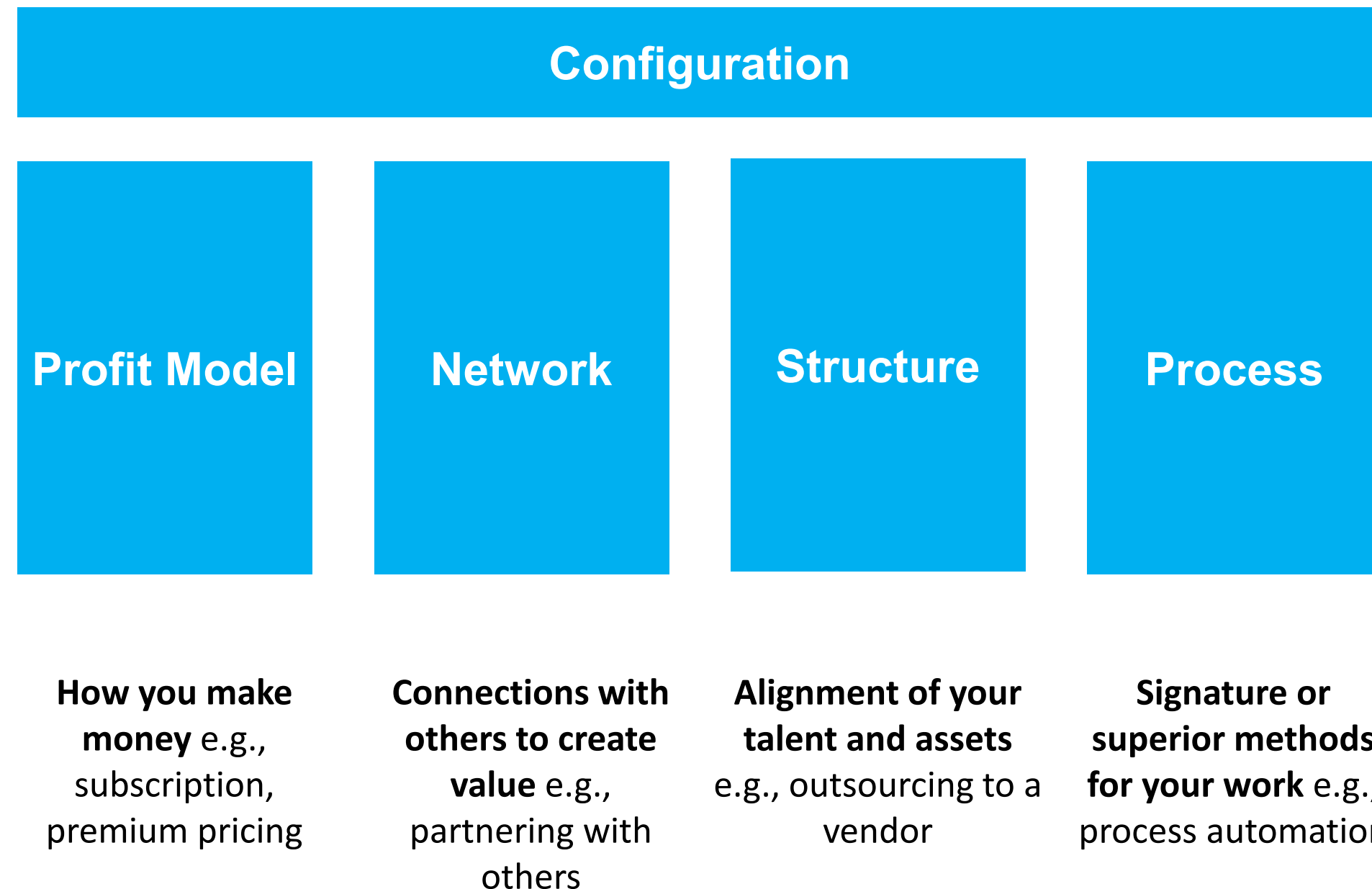
**You have 2 minutes to write down your thoughts**



# A framework to help you think about Where you can innovate

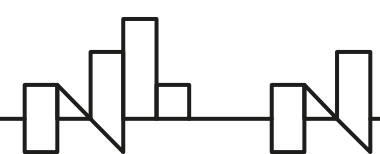


# A framework to help you think about Where you can innovate



## CONFIGURATION :

This category is all about what goes inside a business and the systems which make the foundation of the business.



# Configuration case study

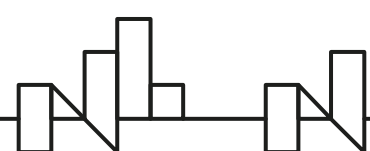
The screenshot shows the Syngenta website homepage. At the top, there is a navigation bar with links: About Syngenta, Crops & Innovation, Good Growth Plan, Investor Relations, News Center, Careers, Contact, and Global. Below the navigation bar, there is a search bar and a language selector set to 'de'. The main banner features a photograph of a farmer in a woven hat holding a bundle of rice seedlings. The text on the banner reads: "It's time that smallholder farmers" and "the good growth plan". Below the banner, there are several sections: "Quick Links" with links to "Our Industry in 2014", "Corporate Responsibility", "2015 Third quarter trading statement", "GRI/UNGCP Index", and "Annual General Meeting 2016"; "Media Releases" with links for "03.2.2016" and "2015 Full Year Results"; "ChemChina cash offer for Syngenta" with a sub-headline "ChemChina cash offer values Syngenta at over US\$43 billion" and a brief description of the offer; "Share price (delayed 20 mins)" with a table showing stock prices for Zurich and New York; "Features" with three small images; and "ChemChina Transaction" with a "Latest Updates" link.

Location	Symbol	Price	Change
Zurich	SYNN	398.50	↑
New York	SYT	80.04	↑

Syngenta, the Swiss agrichemical company, launched a program for an innovative way to package and distribute crop protection chemicals to smallholders (individual farmers) in Kenya.

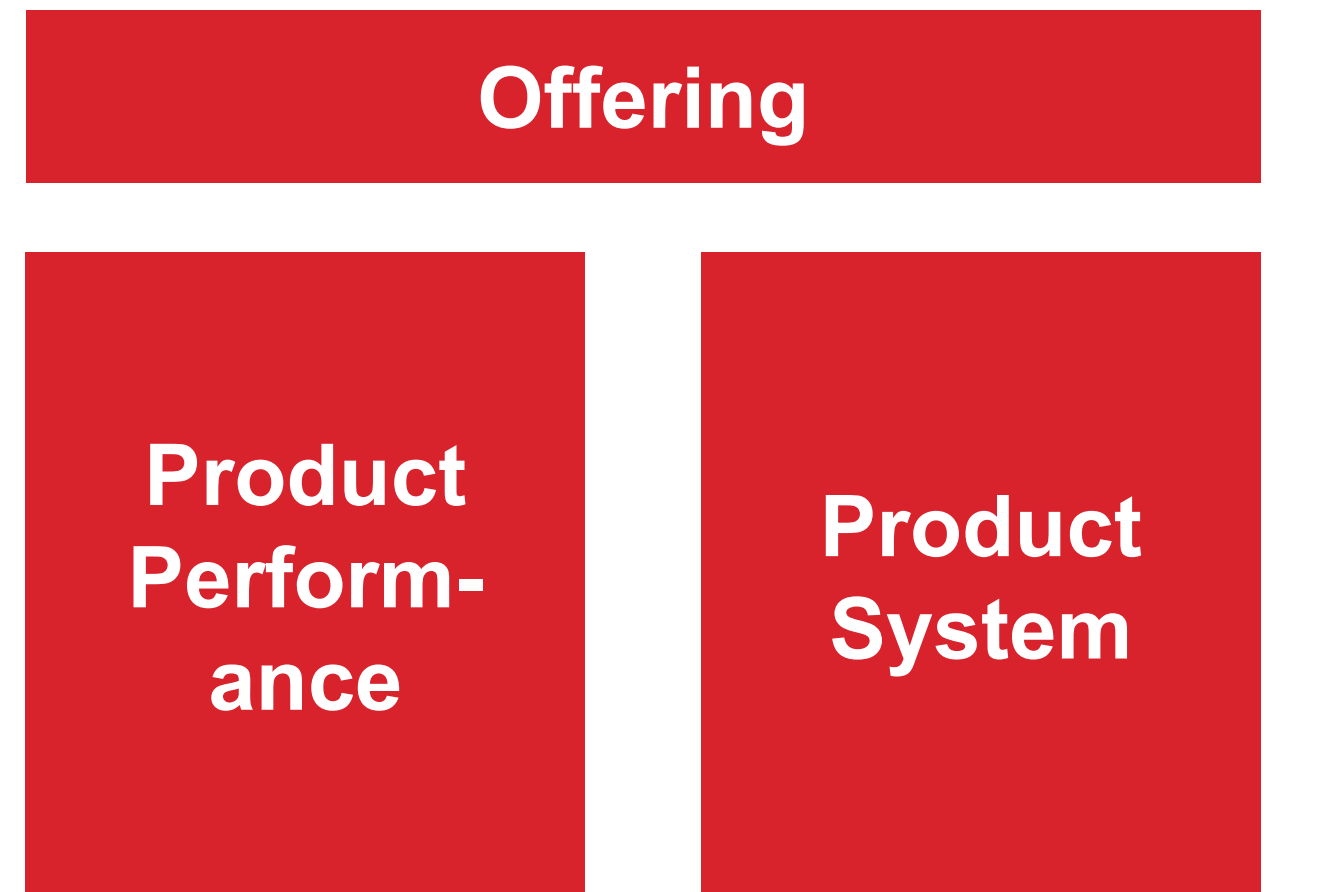
The program, called uwezo, approached the problem holistically. Beyond simply developing new packaging, it invested heavily in training programs to teach farmers how to use its product. It built an ecosystem that included retail distributors.

And the effort was inspired by a purpose that ran deeper than a pure profit motivation — a desire to improve smallholder productivity, which can help to feed the world's still-surging population.





# A framework to help you think about Where you can innovate

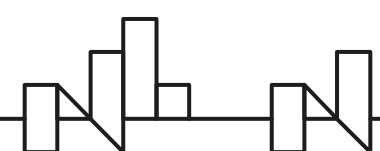


**Distinguishing features and functionality** e.g., exceptional design and quality

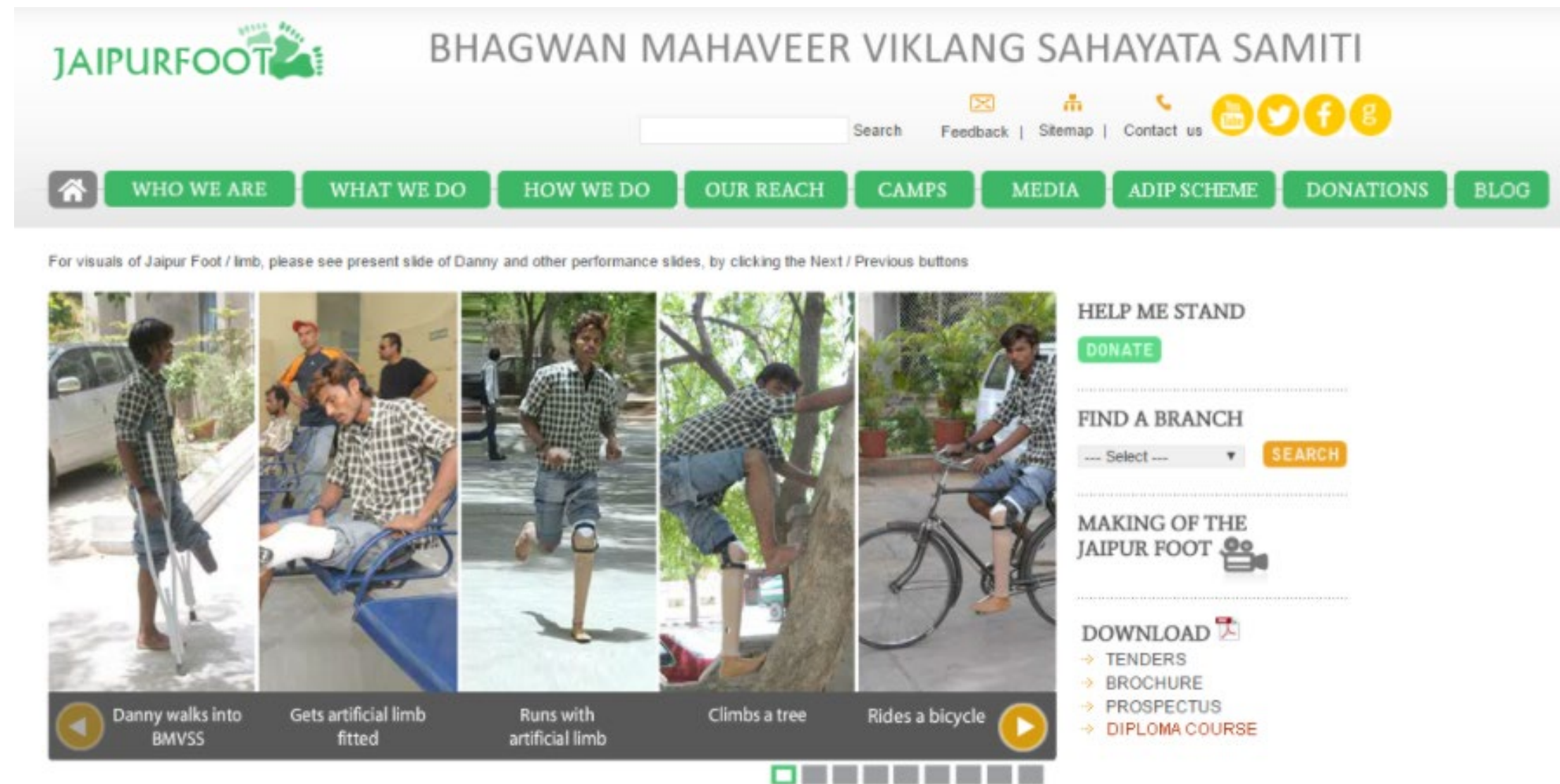
**Complementary products and services** e.g., extending your product range

## Offer

This category is about what the company can offer the clients, in terms of products, services, experience and value.



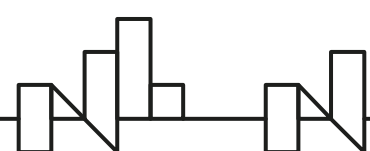
# Offering case study



The Jaipur Foot, a hand-made artificial foot, is another example of a successful product innovation. There are more than 5.5 million amputees in India, and most of them live below the poverty line, thus not affording health care.

The most important issue for these people is then to be able to go back to work, which is essential for their survival. However, most amputees were fitted with prostheses which were not very flexible, and not offering a wide range of motion.

Therefore, the Jaipur Foot is a prosthesis that matches the active lifestyle of the poor and allows squatting, sitting cross-legged, climb, working in wet fields, and walking barefoot.

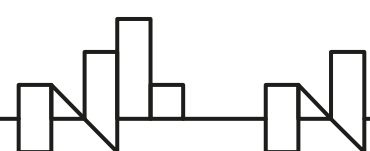


# Offering case study

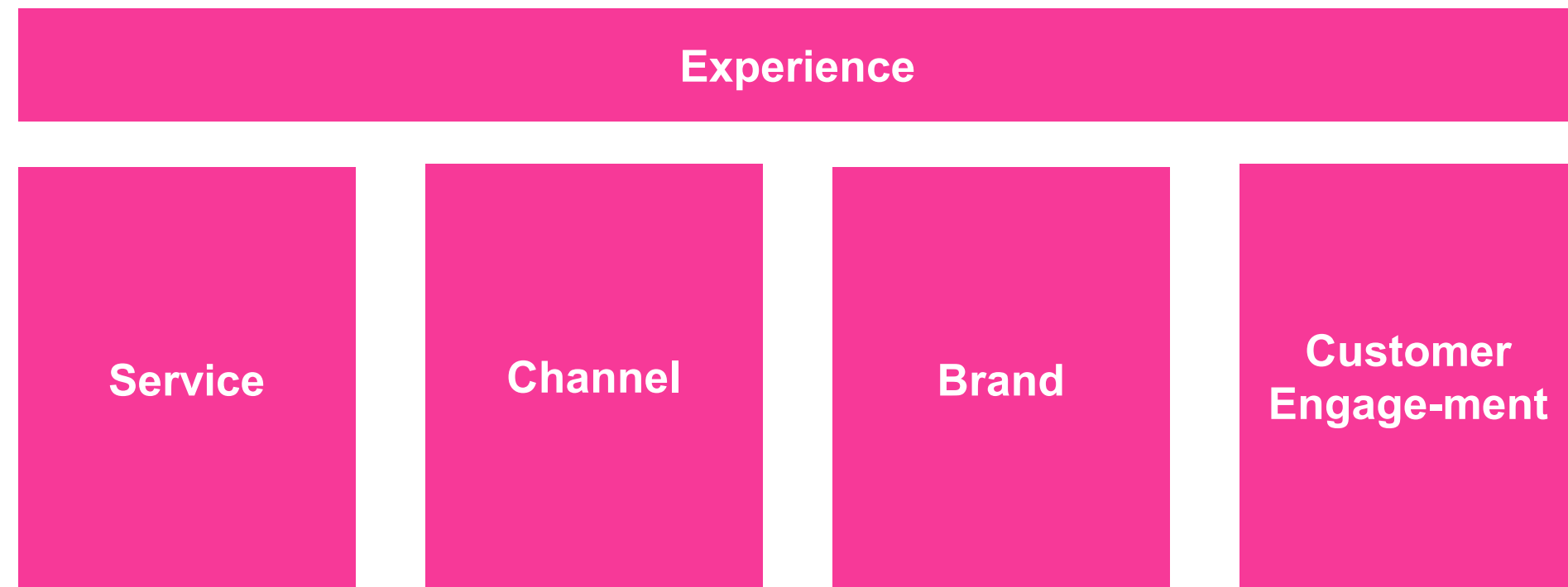


**Product System:** It stands for the complimentary systems that a company's creates around its main product offering. How can a company create other products which can be integrated into one system.

Gillette after introducing Gillette Venus for women followed it up with other complimentary products like disposable blades, shaving gel, refillable razors etc.



# A framework to help you think about Where you can innovate



## EXPERIENCE

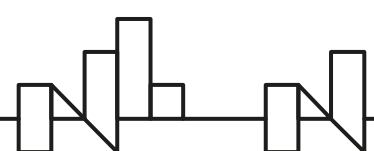
This category is all about the user. These innovations deal with the kind of experience the users have in dealing with all the elements of the business that a customer interacts with.

**Support and enhancements that surround your offerings**  
e.g., superior service of higher quality and efficiency, or better experience than competitors

**How your offerings are delivered to customers and users** e.g., direct to customers through e-commerce

**Representation of your offerings and business**  
e.g., link to environmental causes and sustainability

**Distinctive interactions that you foster** e.g., making customers feel that they are part of a group and community



# Experience case study



Located at Railway platforms for commuters to shop while waiting for their next train

Tesco Korea's virtual store uses QR codes. Tesco Homeplus figured out a way of gaining market share without the need for expensive new stores, while at the same time helping time-poor commuters to do their shopping more efficiently.

The virtual stores are located at platforms so that the commuters can shop via their smartphone by clicking the QR code of the product that they want through an app so that the product gets saved in their cart followed by home delivery.

