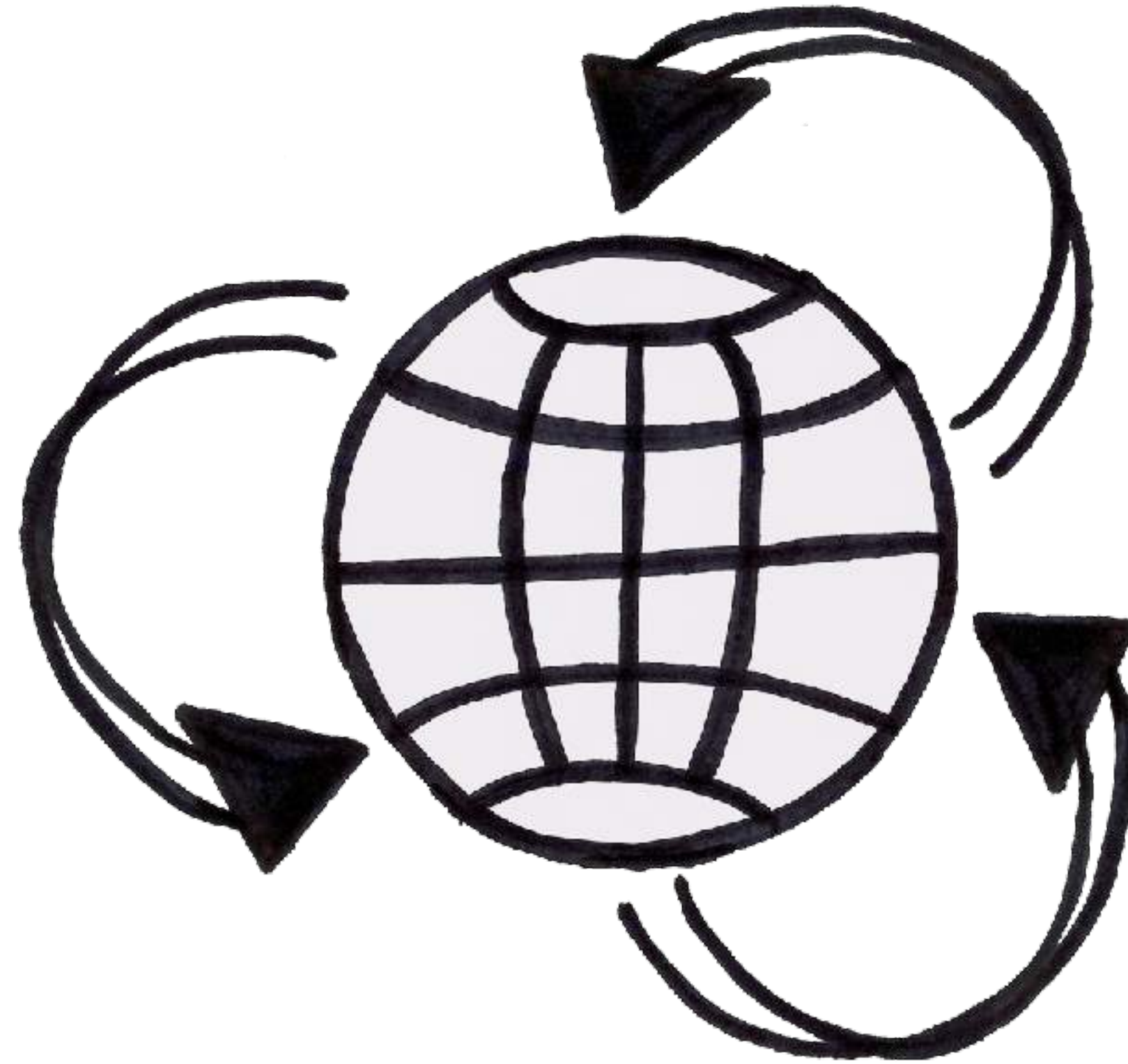
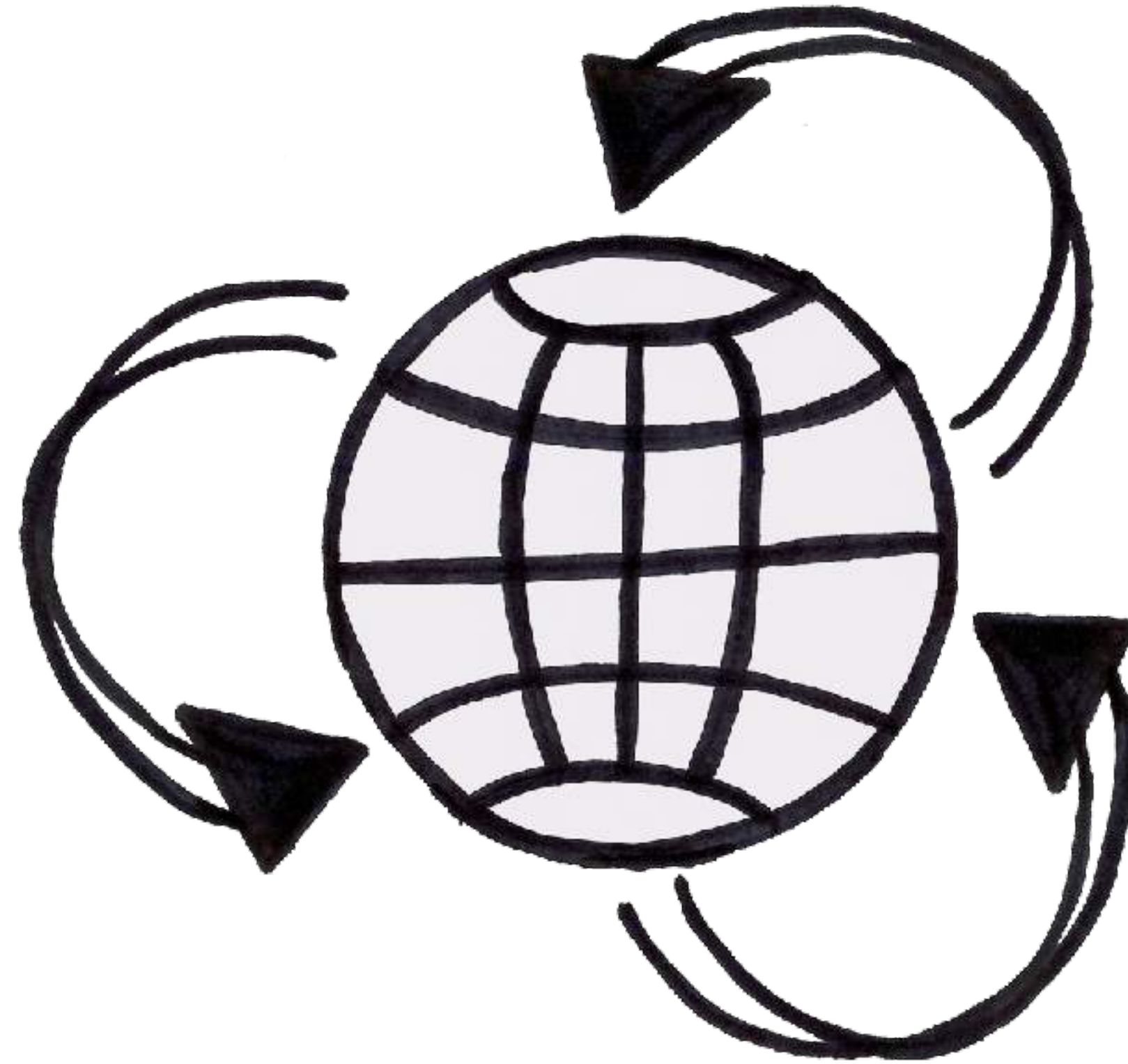




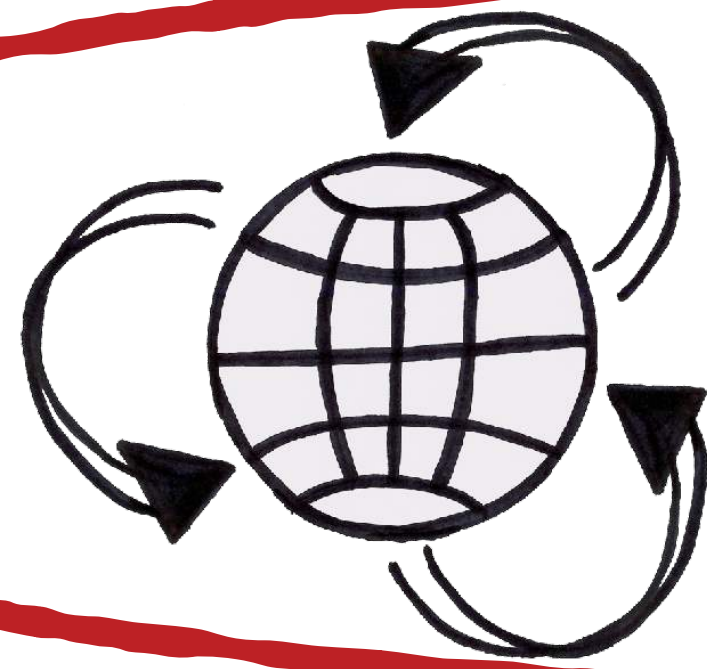
Innovation Ecosystem Metrics



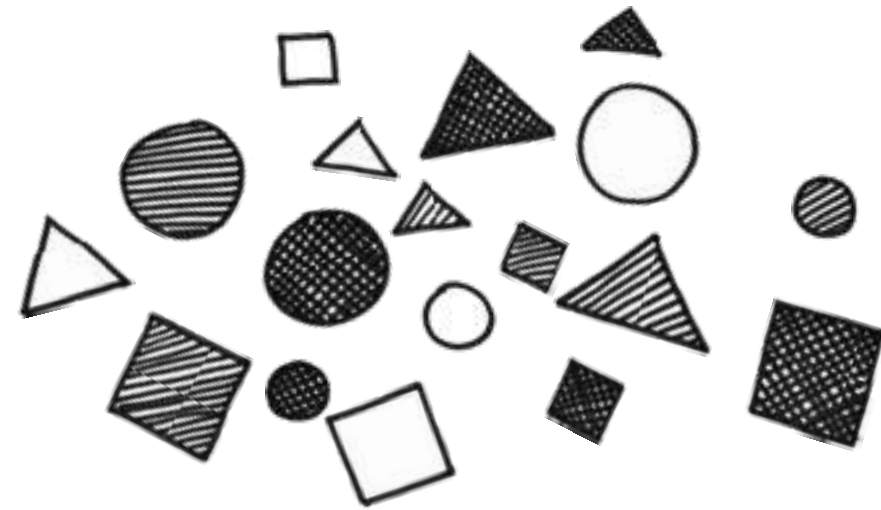
Tristan.Kromer @ KROMATIC.com



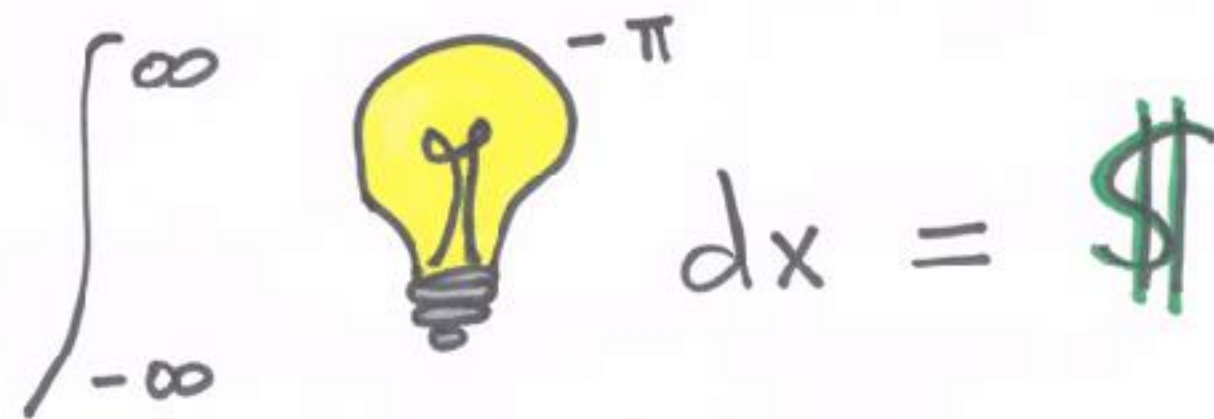
Innovation Ecosystem Metrics



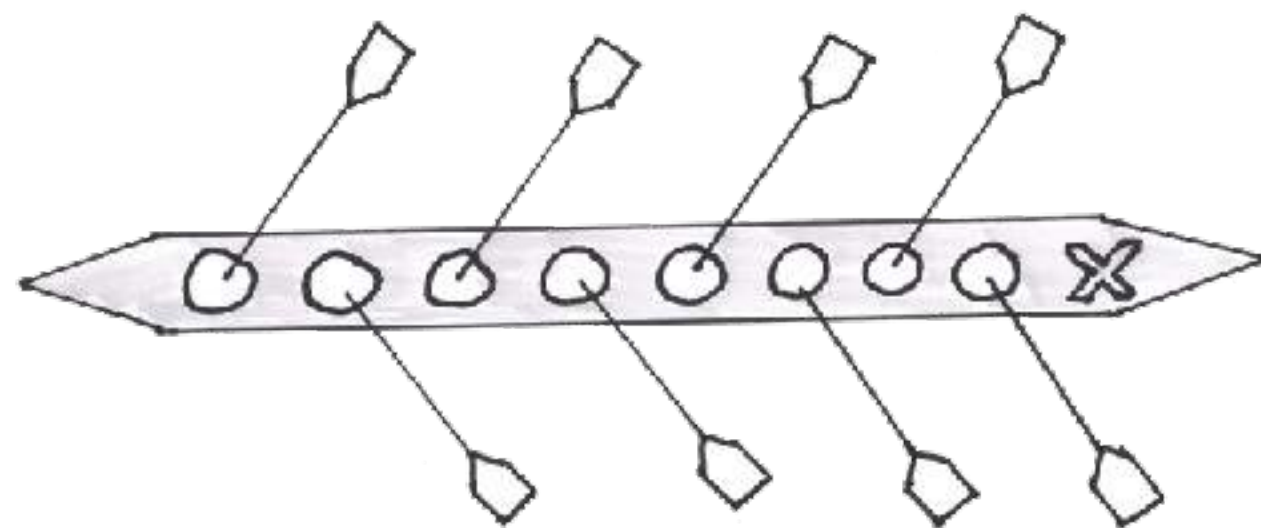
Ecosystem Metrics



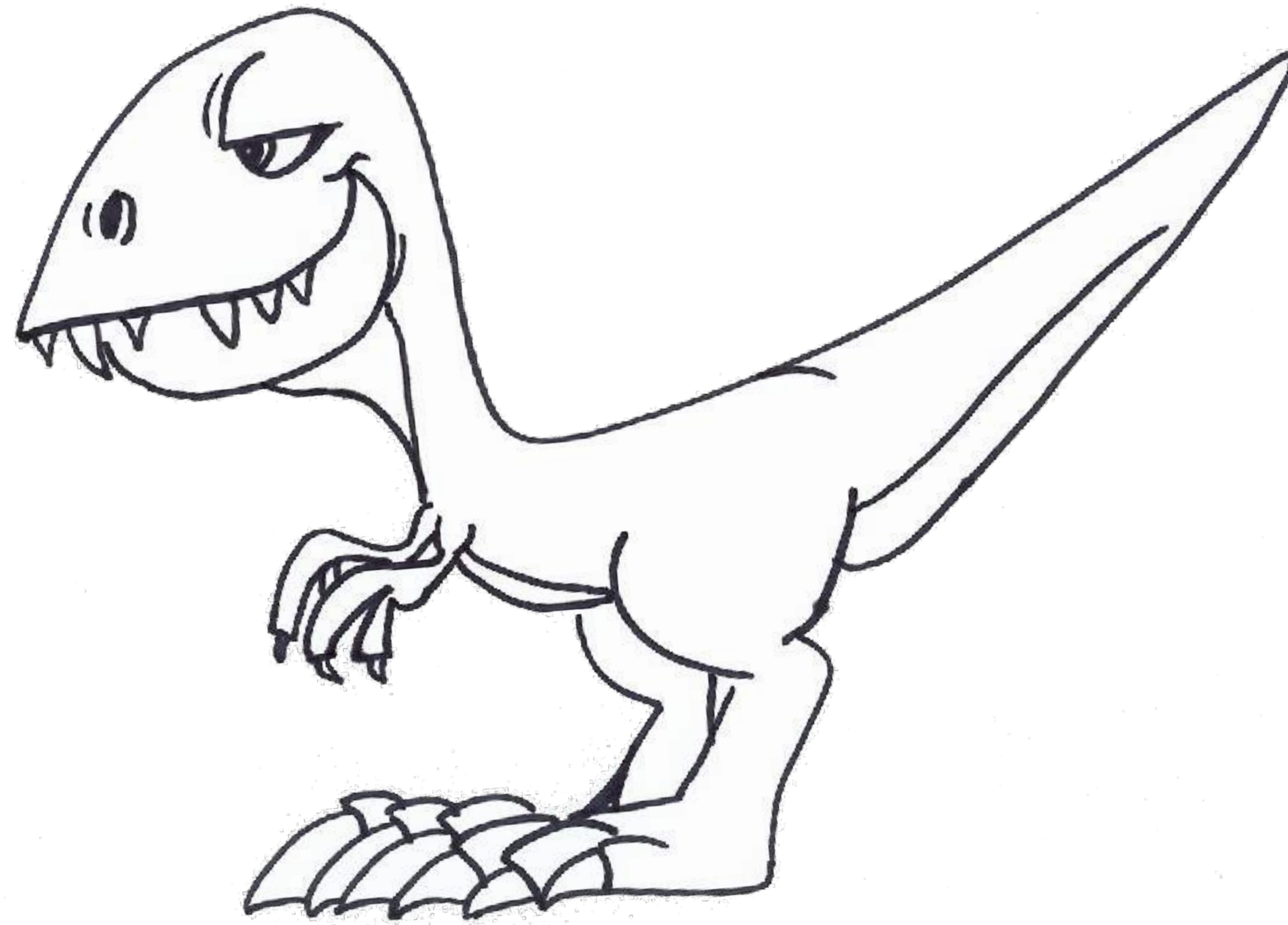
Portfolio Metrics



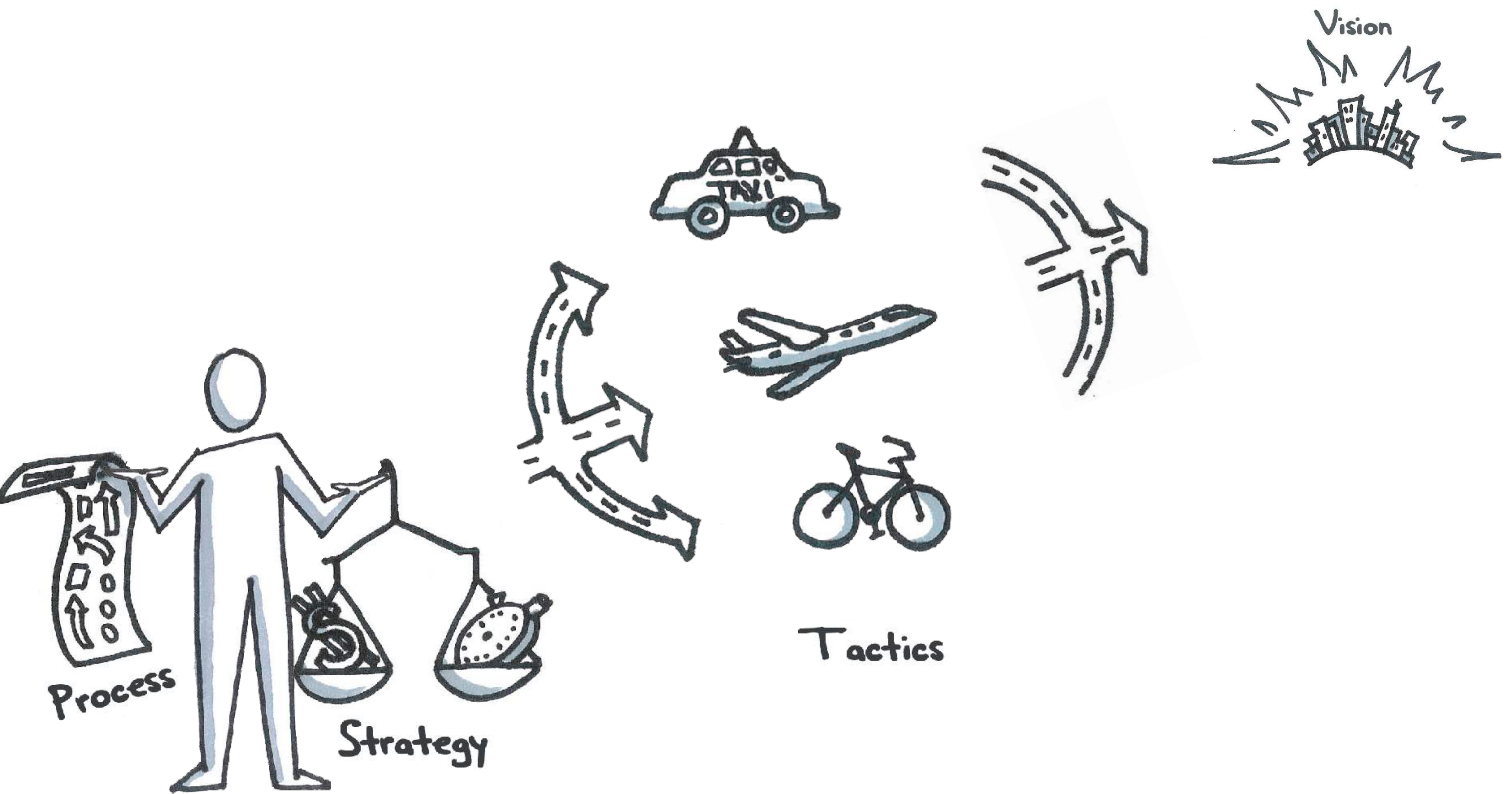
Project Metrics

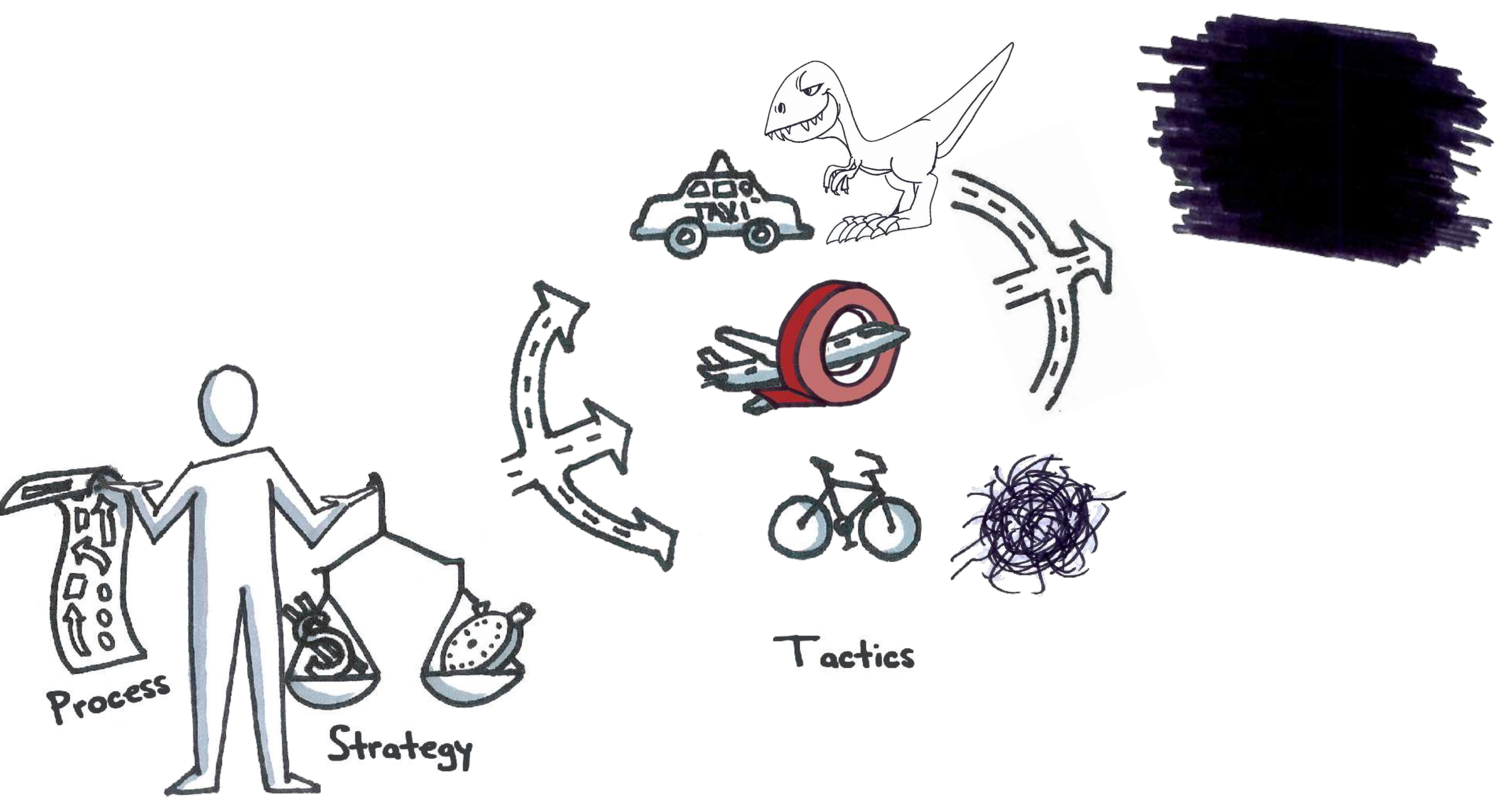


Team Metrics



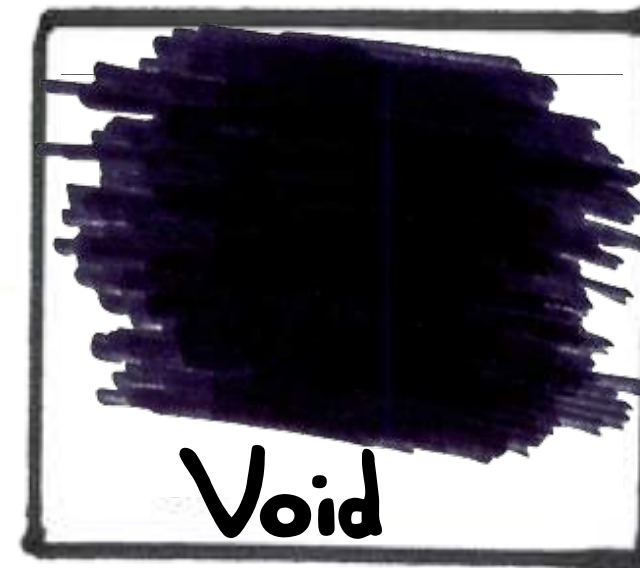
Innovation Ecosystem Obstacles



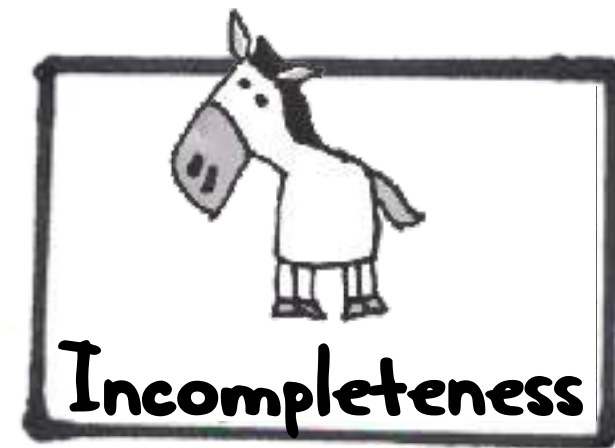




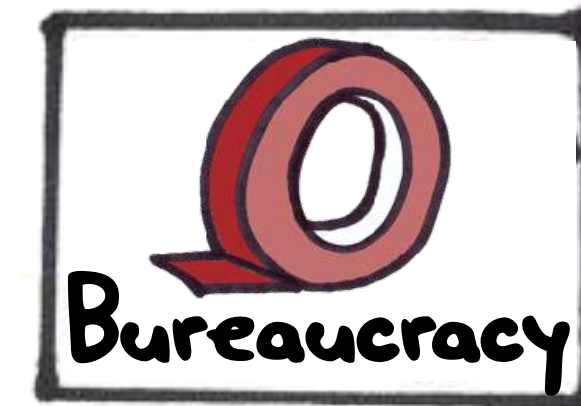
Naval Gazing



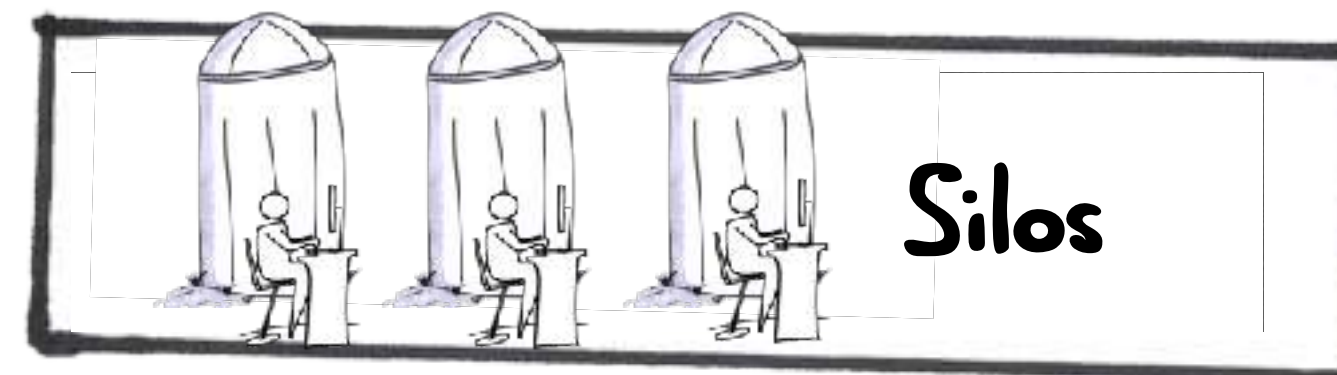
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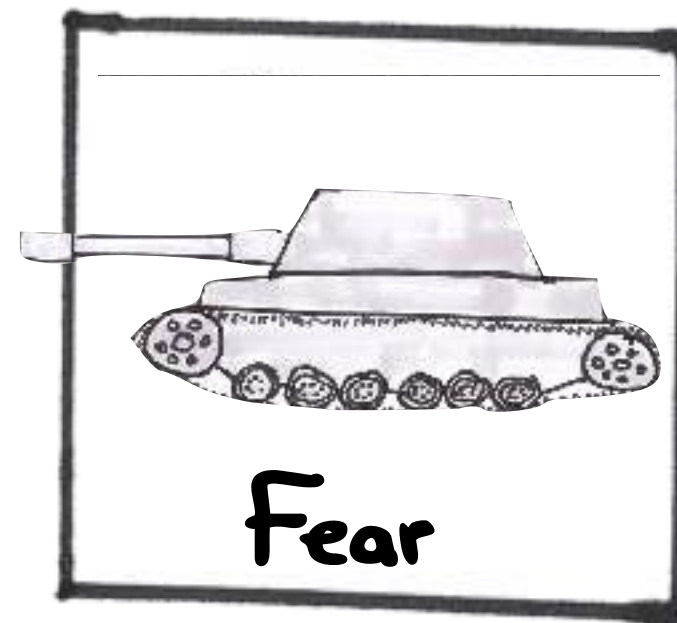
Incompleteness



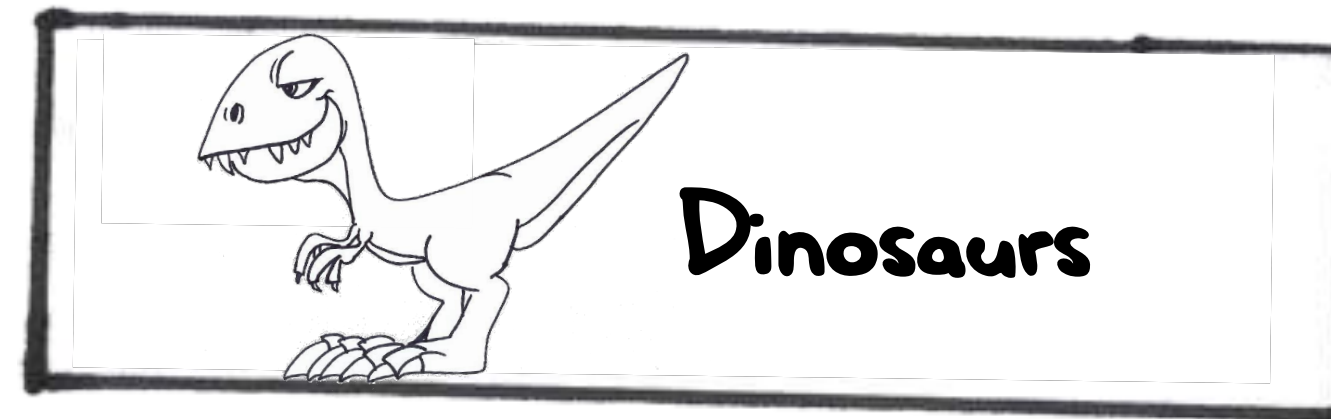
Bureaucracy



Silos

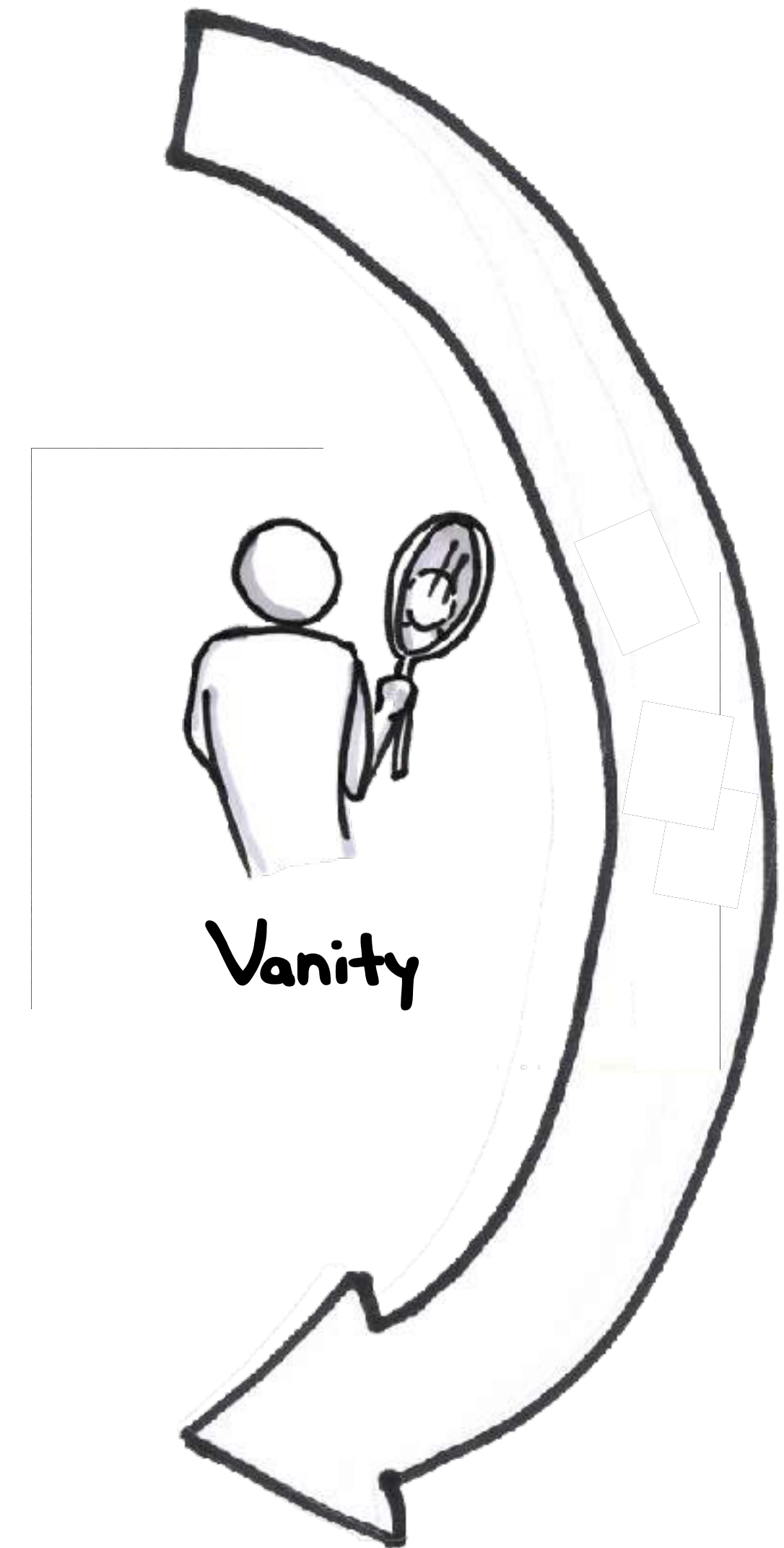


Fear

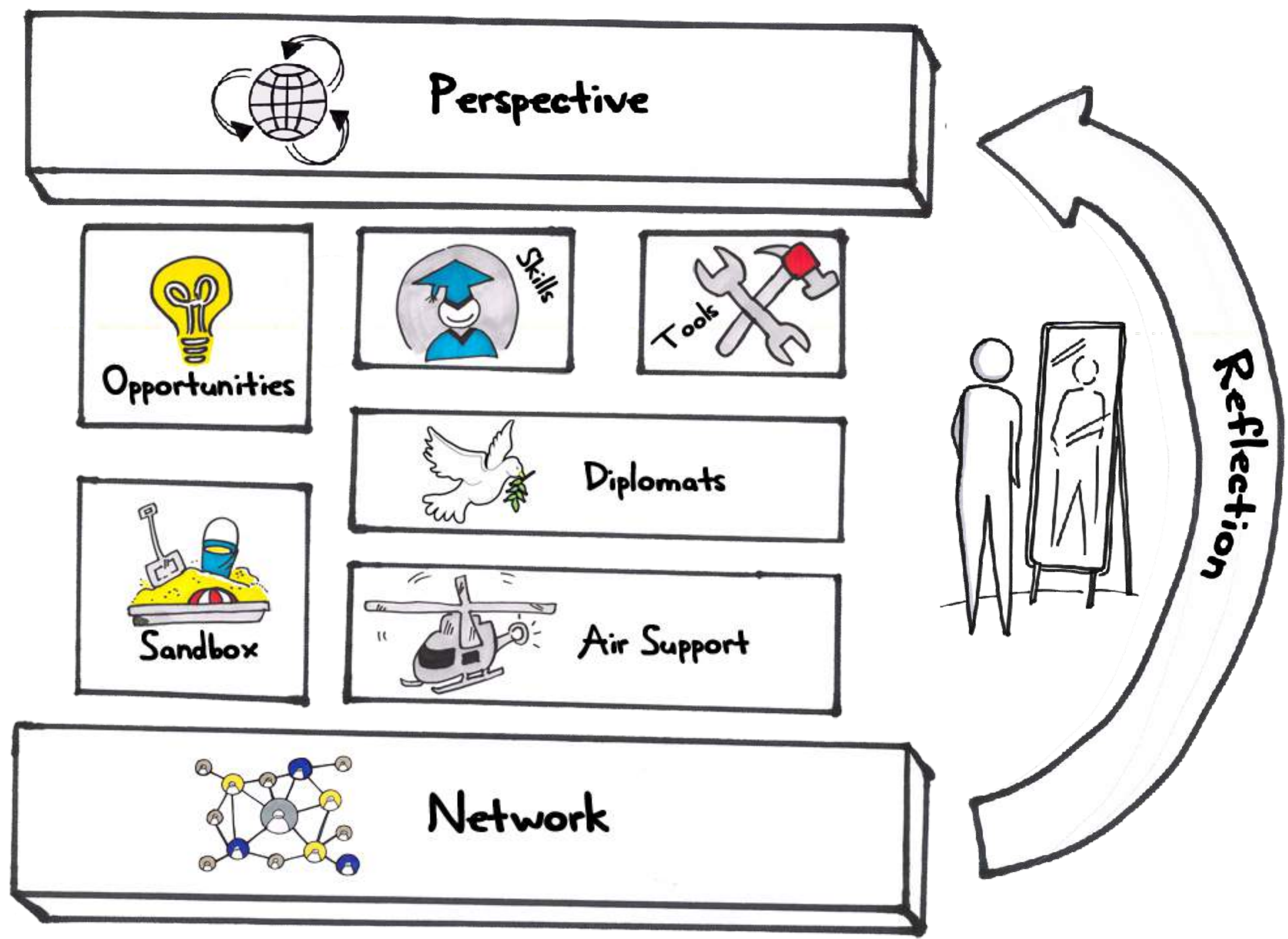


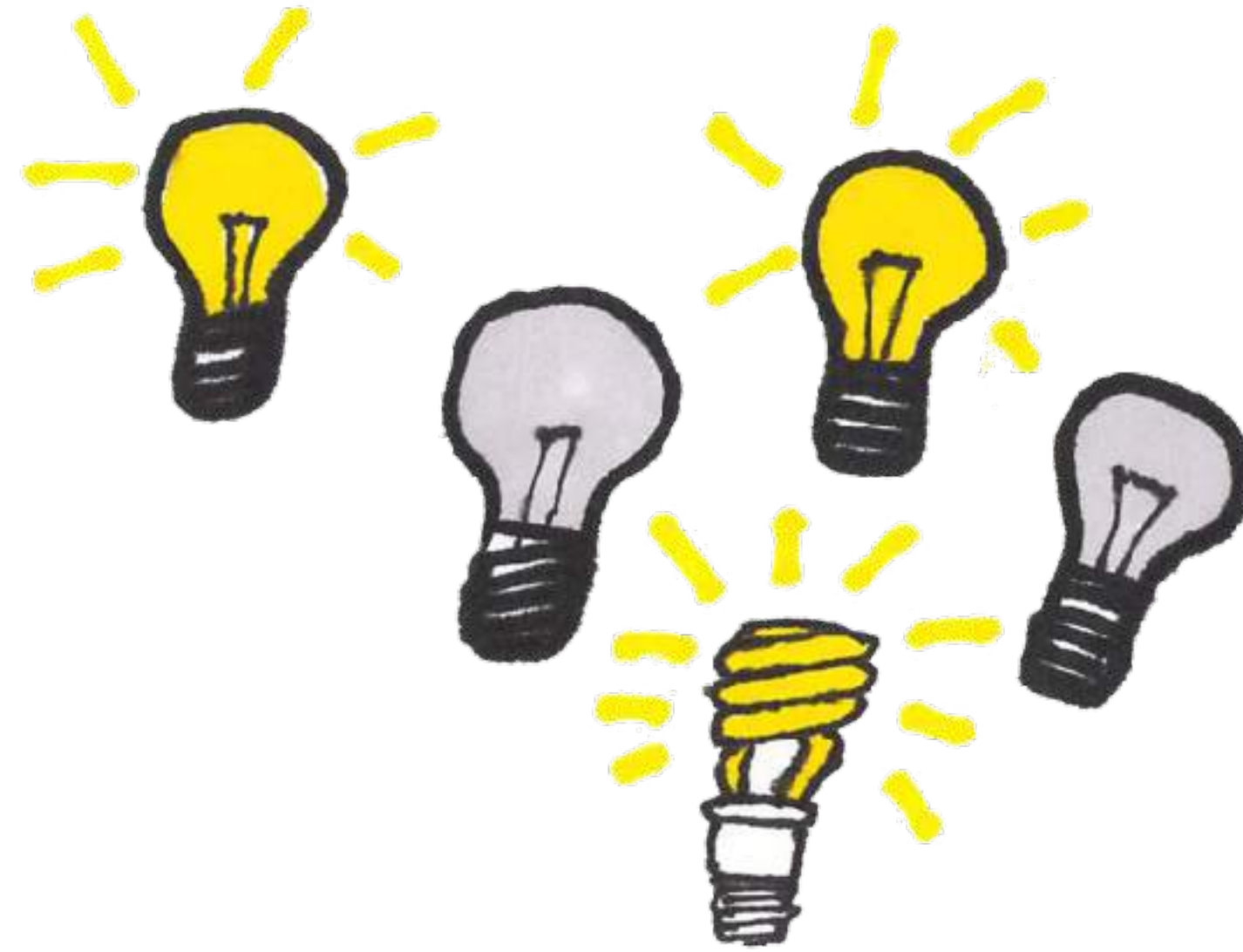
Dinosaurs

Loneliness



Vanity



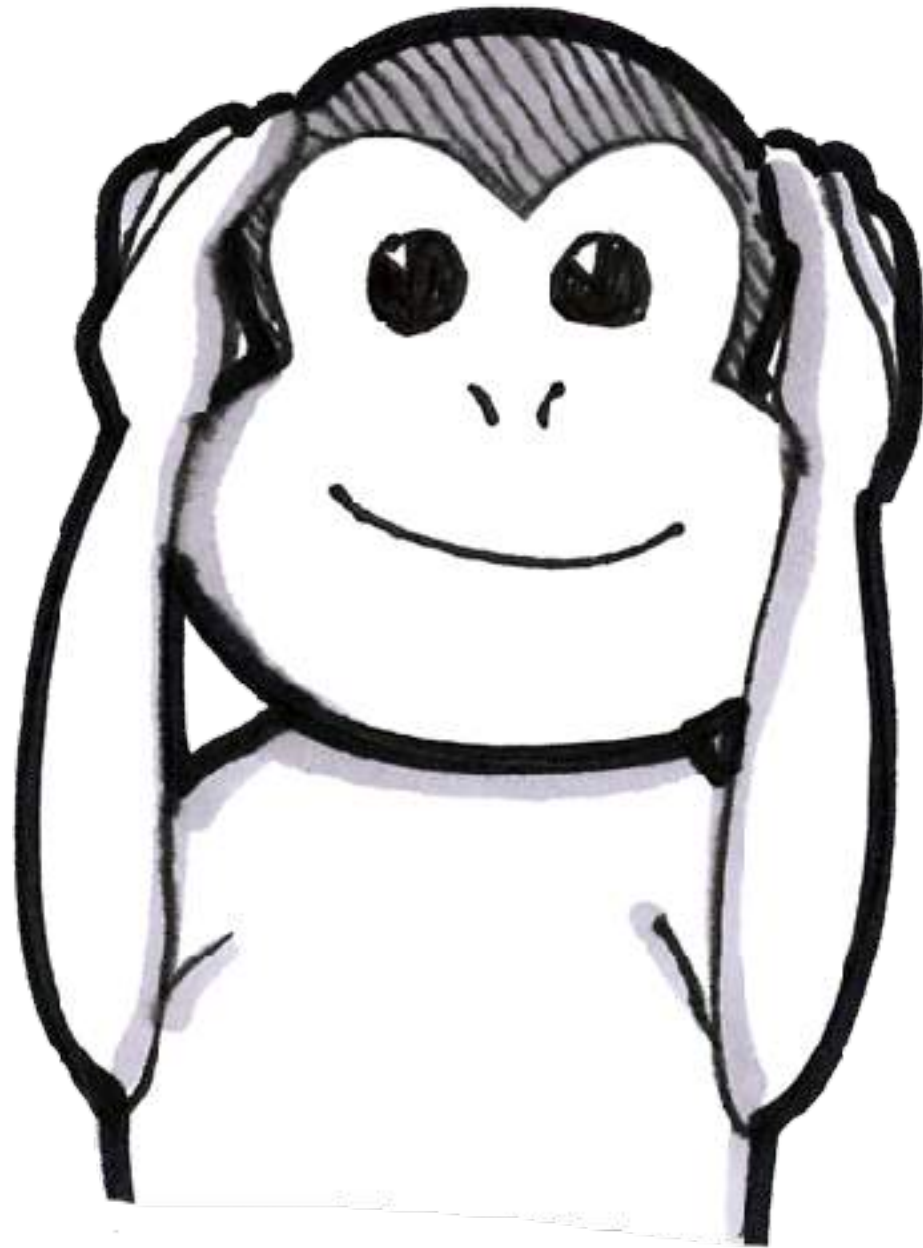


Notestorm Obstacles

One Obstacle per Note!

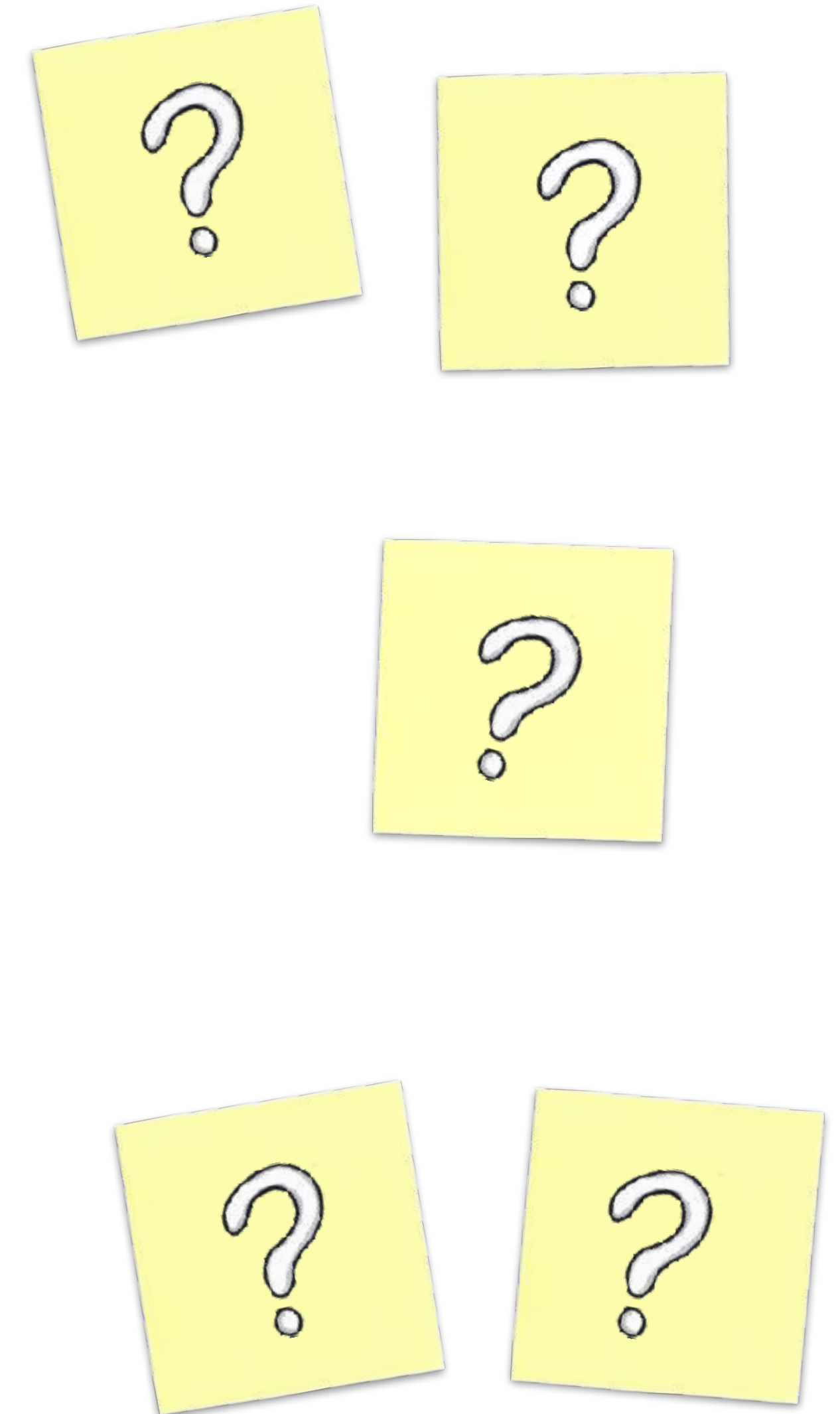


Work Independently



Write Obstacles

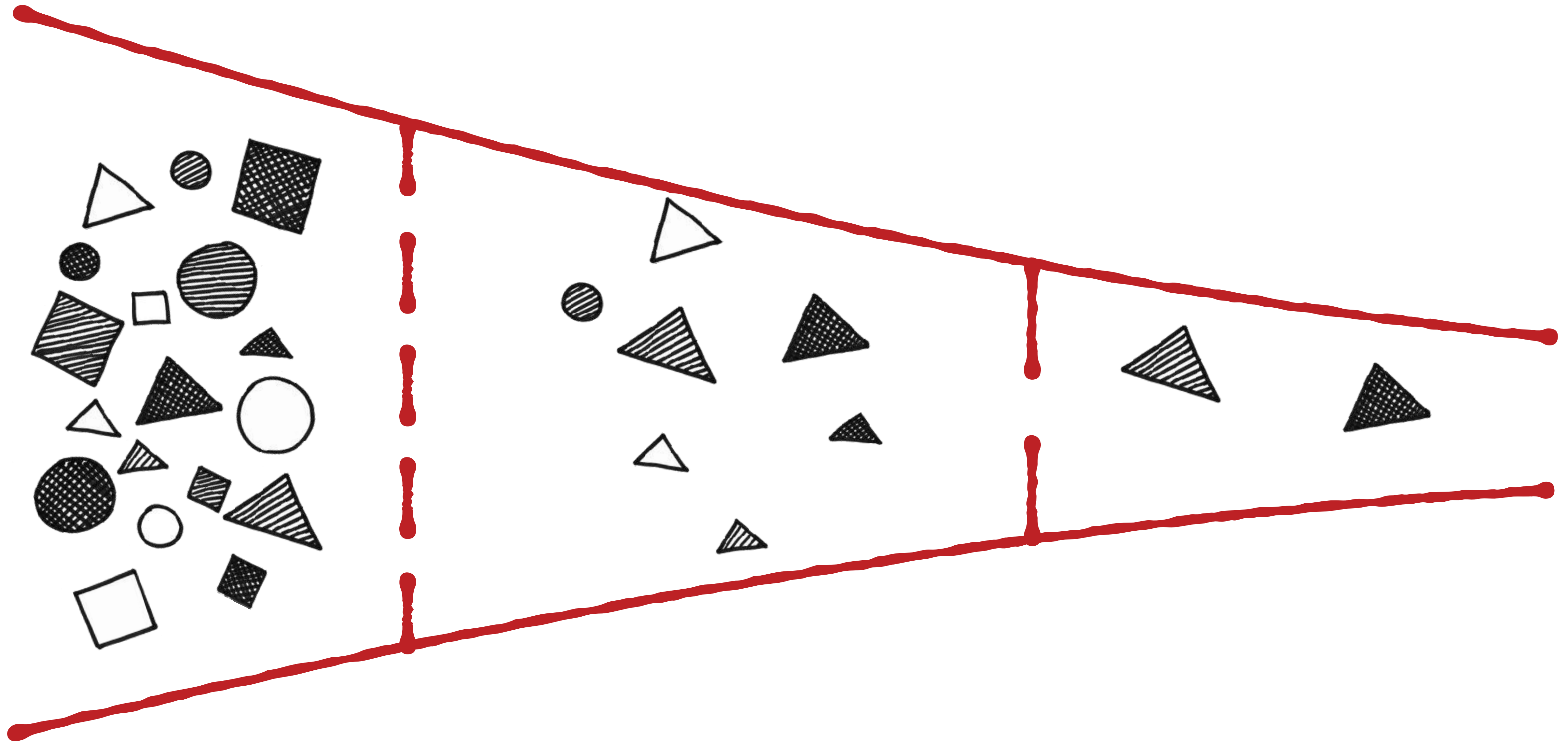
- ▶ What's risky about innovating?
- ▶ What's unknown?
- ▶ What questions do you have?
- ▶ What could kill your motivation to innovate?
- ▶ What's bothering you?
- ▶ What would you ask an intrapreneur?



Ideas

Teams

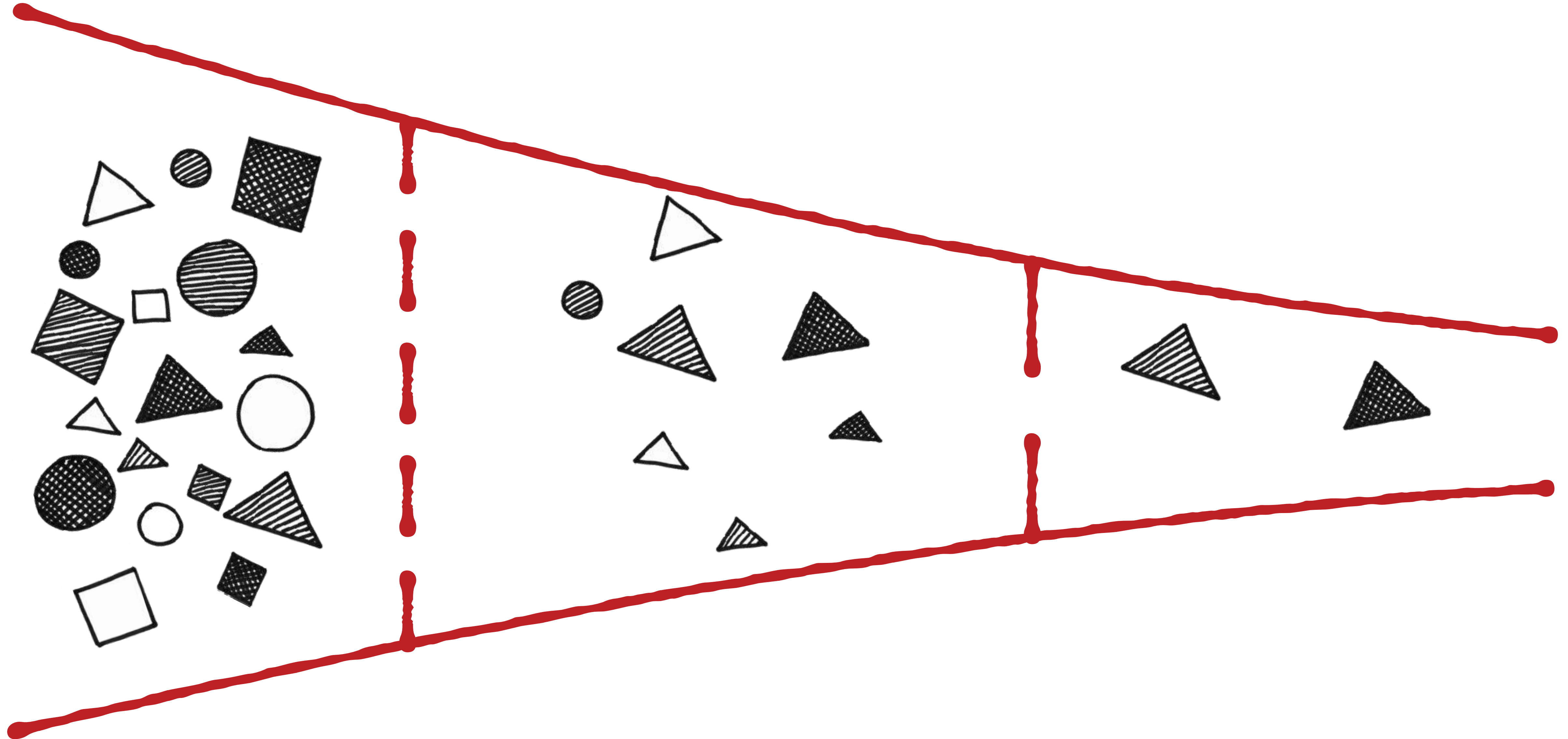
Projects



Ideas

Teams

Projects

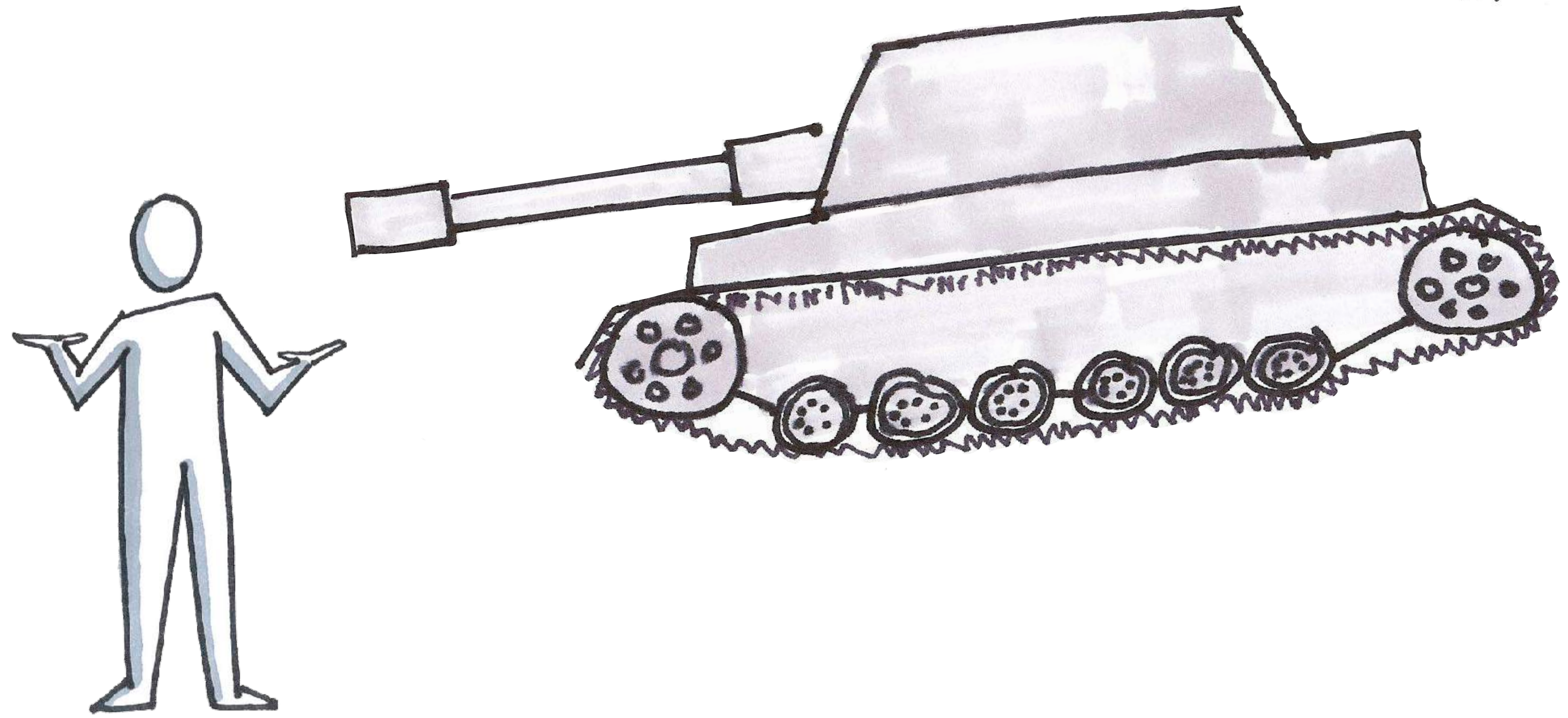
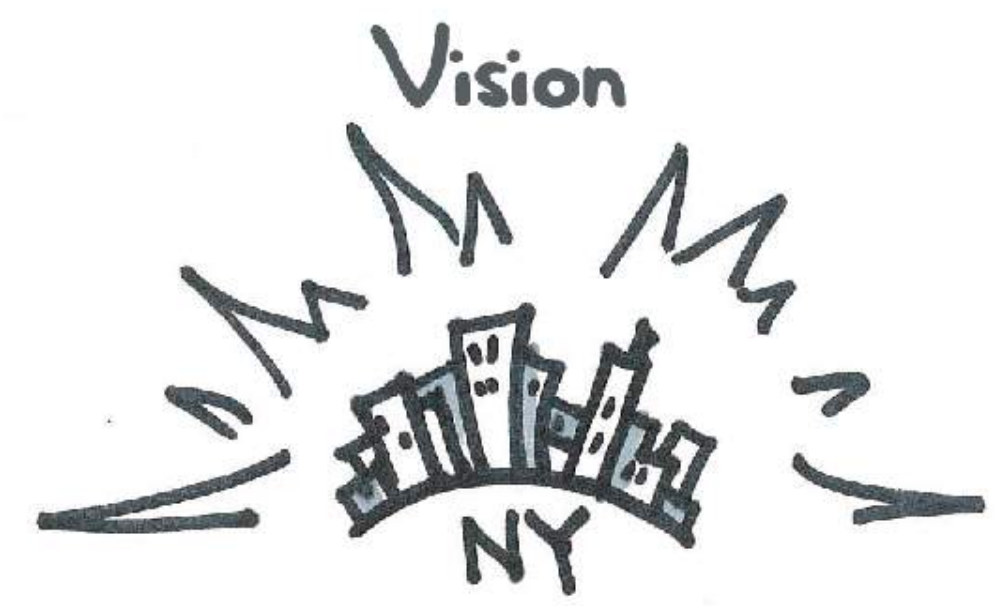


Ideas

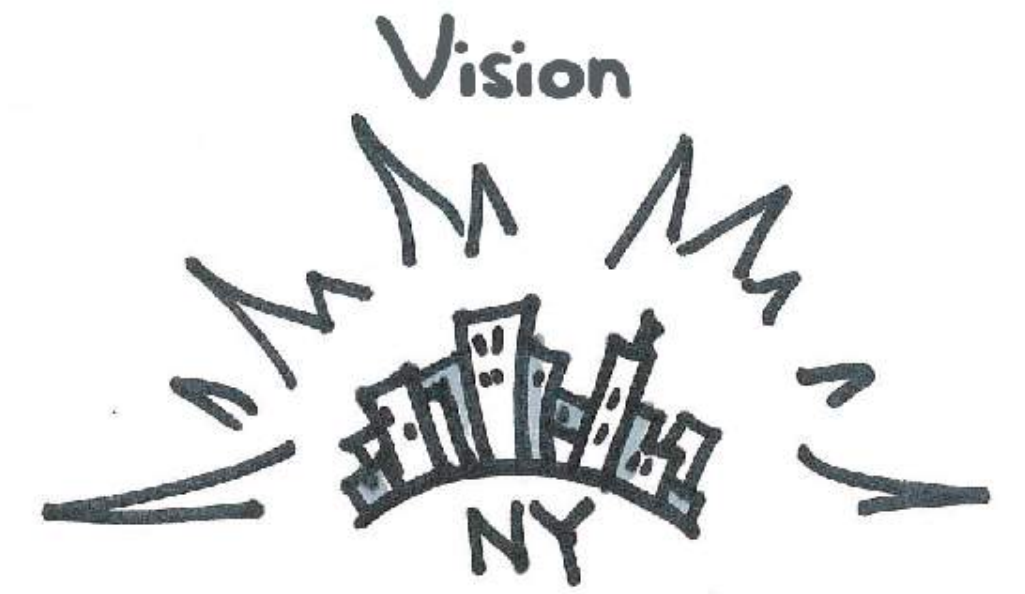
$$\frac{\text{Employees} \times \text{Opportunities}}{\text{Fear}} = \text{Ideas Generated}$$

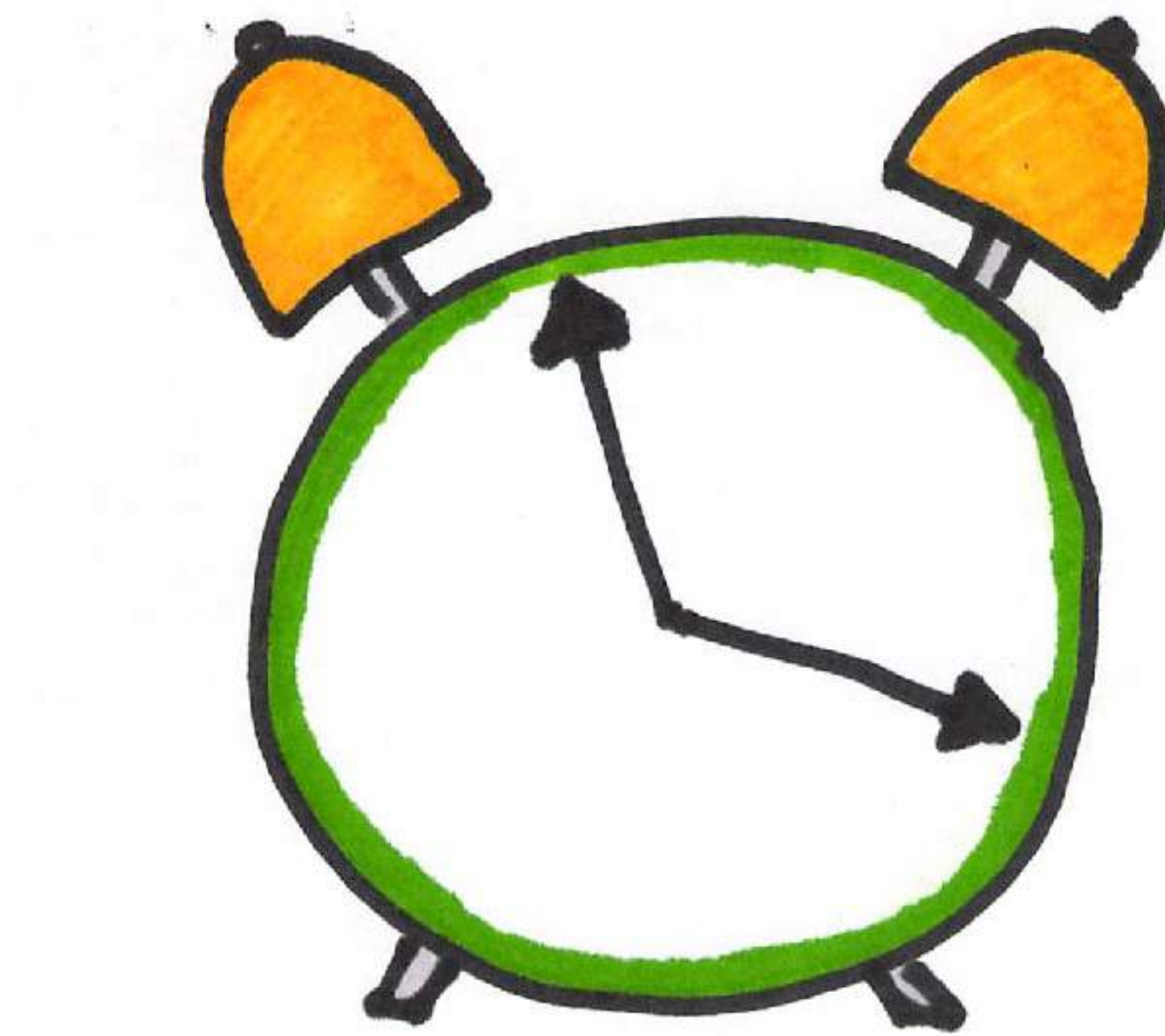
Employees x Opportunities = Ideas Generated

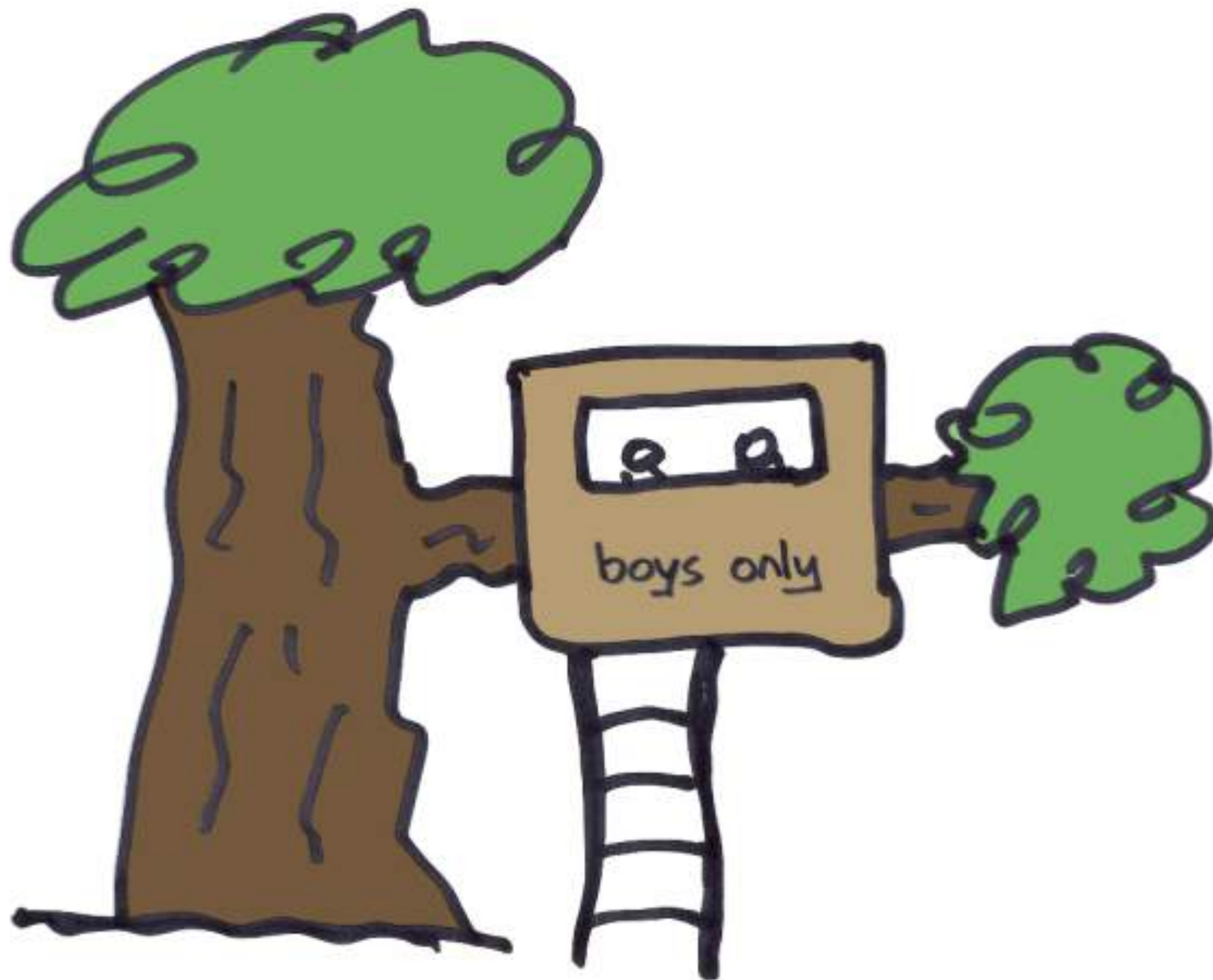
Fear

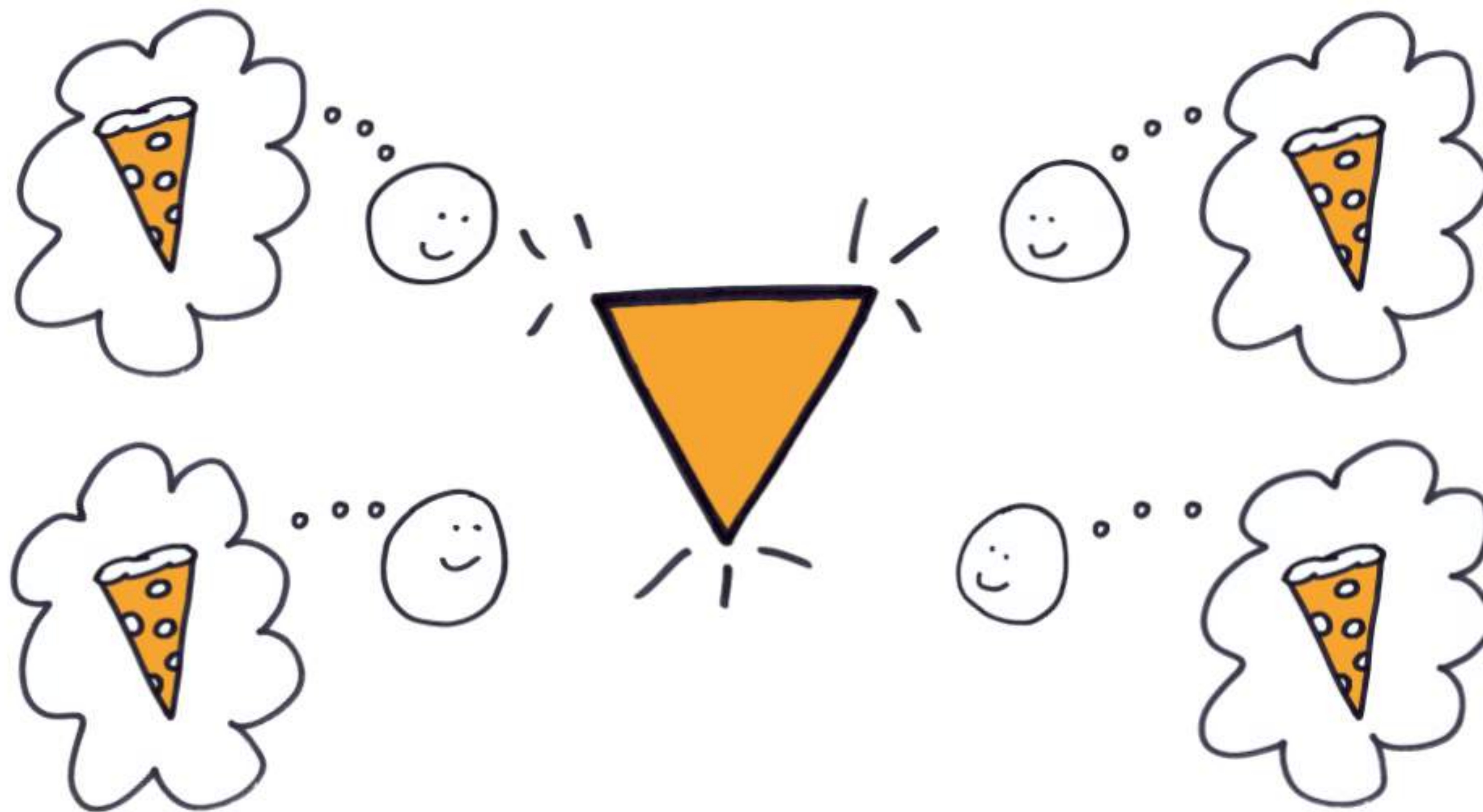


$$\frac{\text{Employees} \times \text{Opportunities}}{\text{Fear}} = \text{Ideas Generated}$$









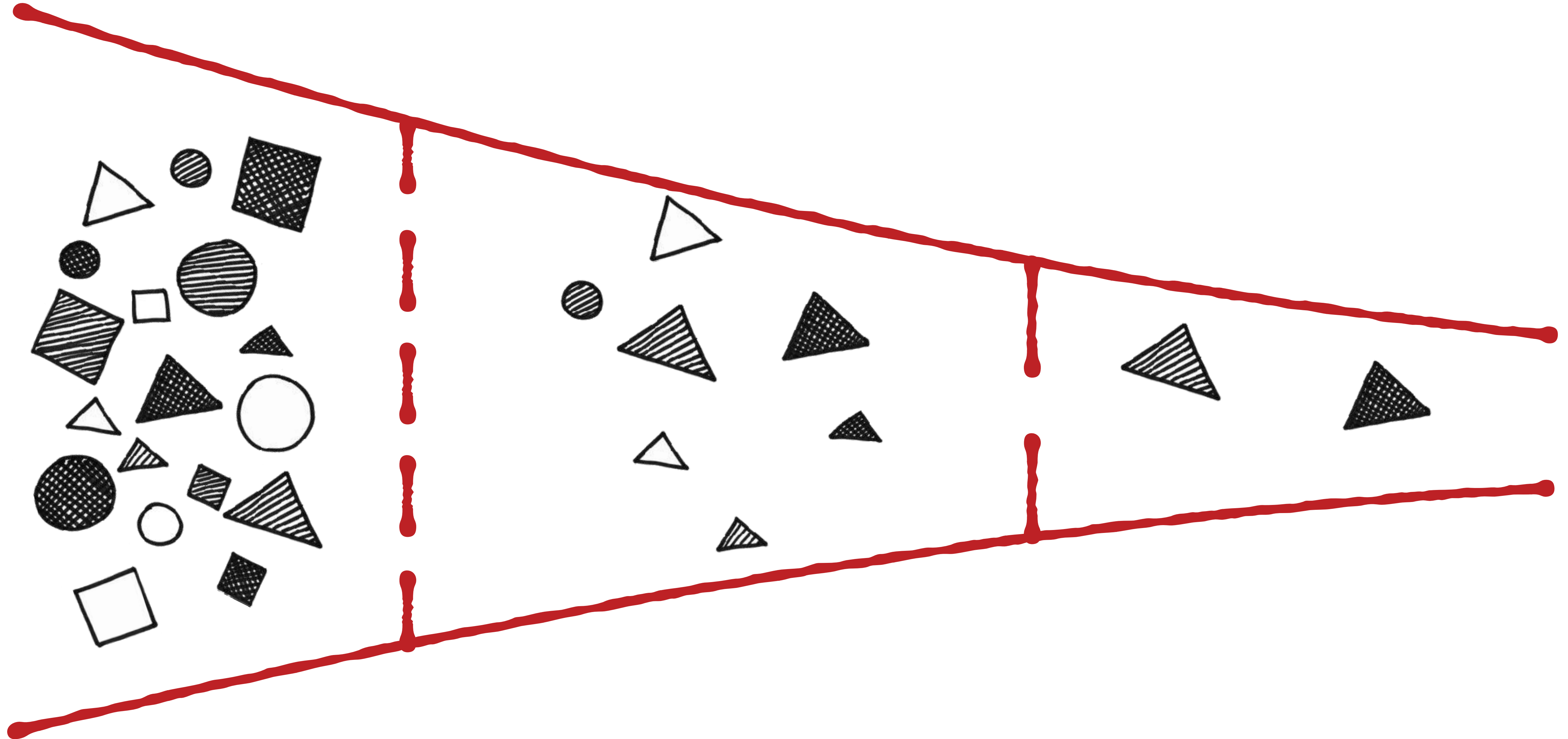
Ideas

$$\frac{\text{Employees x Opportunities}}{\text{Fear}} = \text{Ideas Generated}$$

Ideas

Teams

Projects



Teams

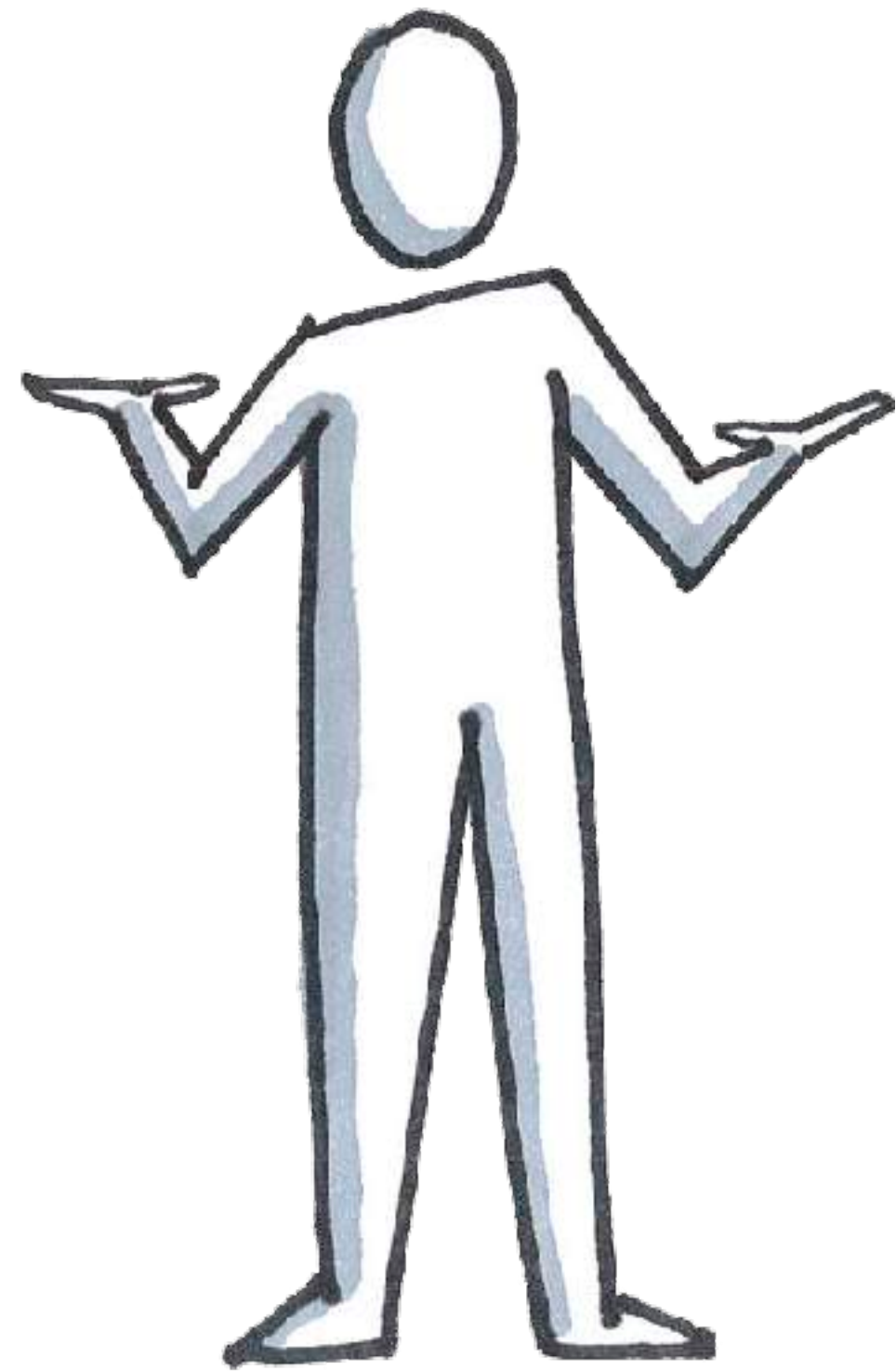
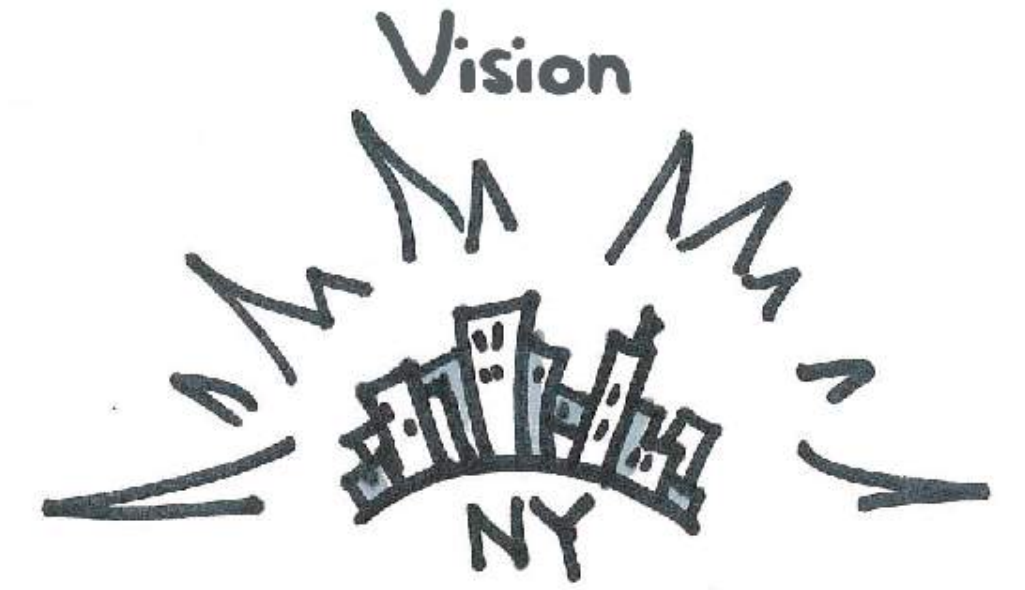
Ideas

Skill Gaps + Silos + Dinosaurs

= Innovation Teams

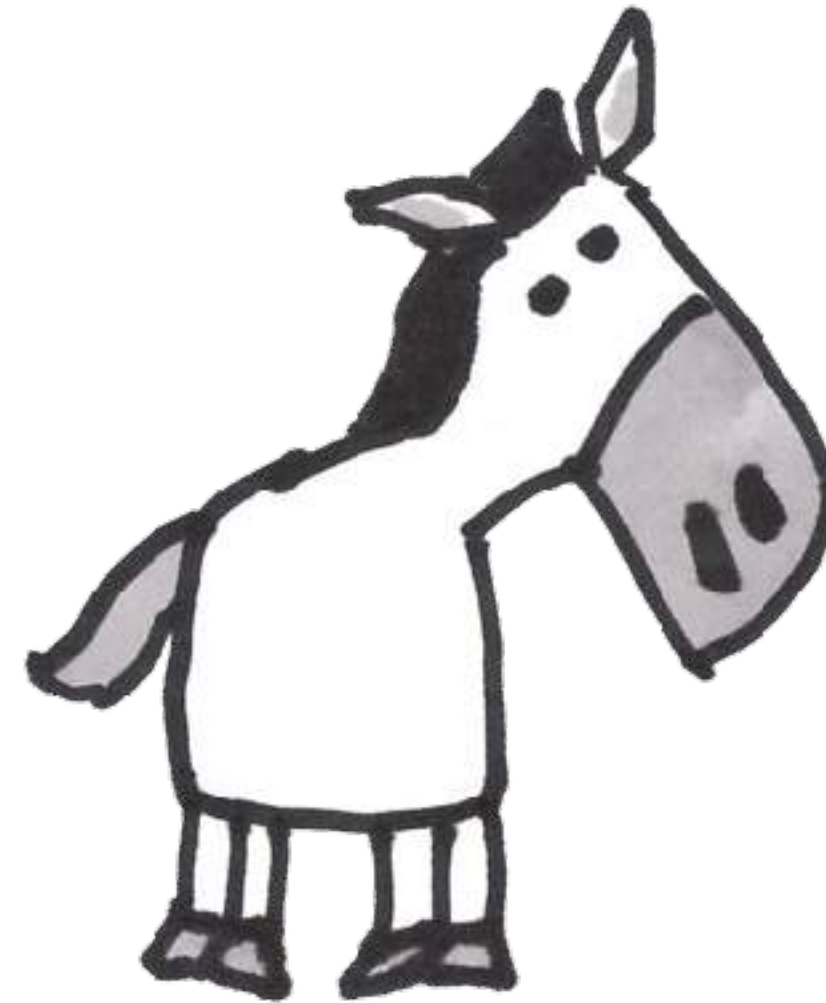
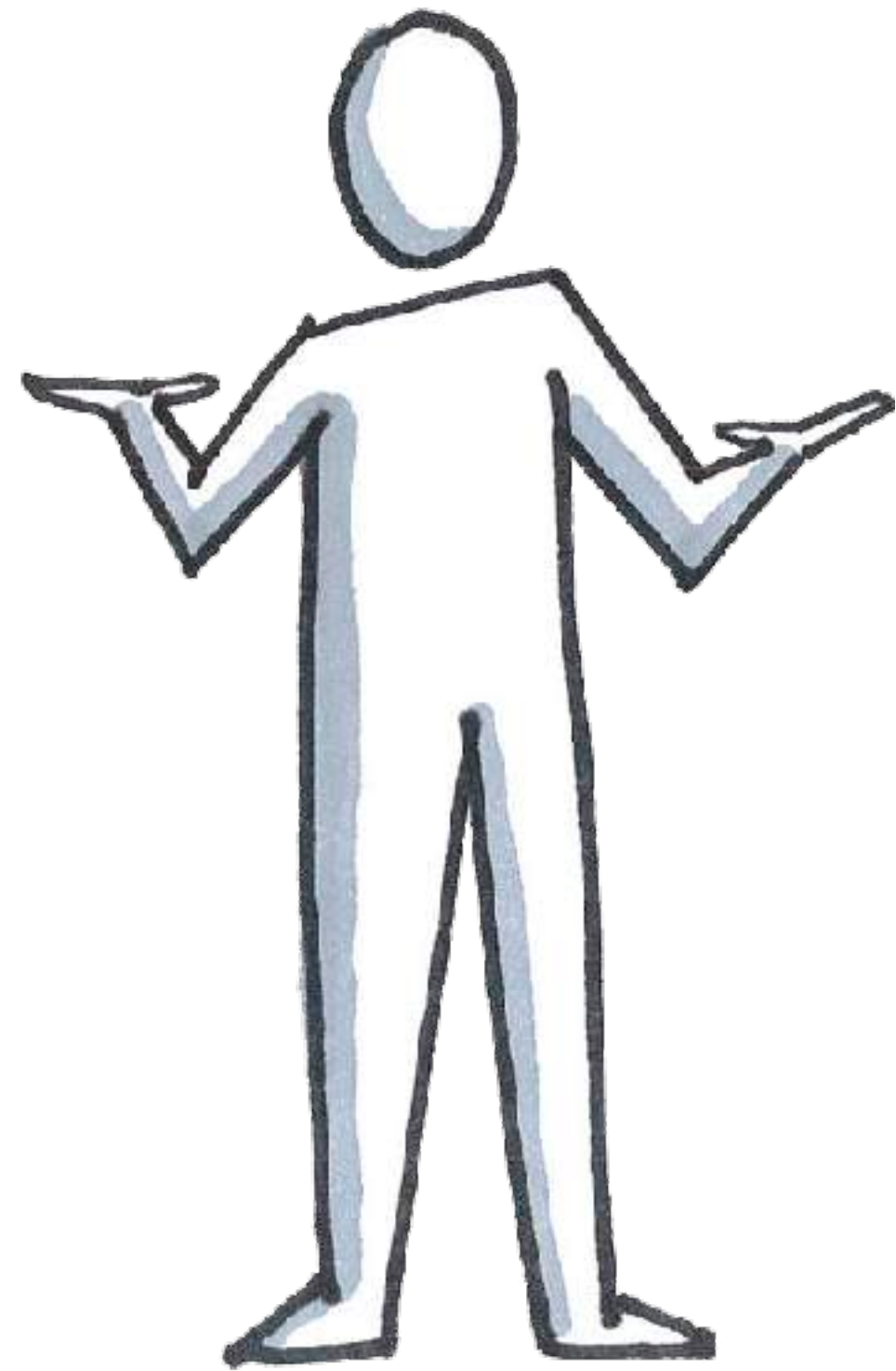
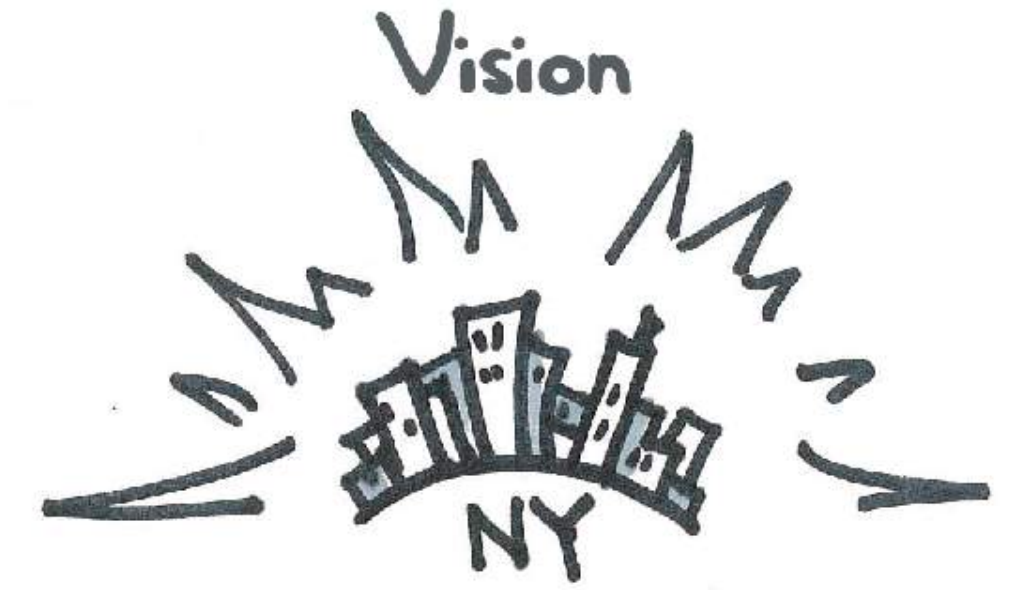
Ideas

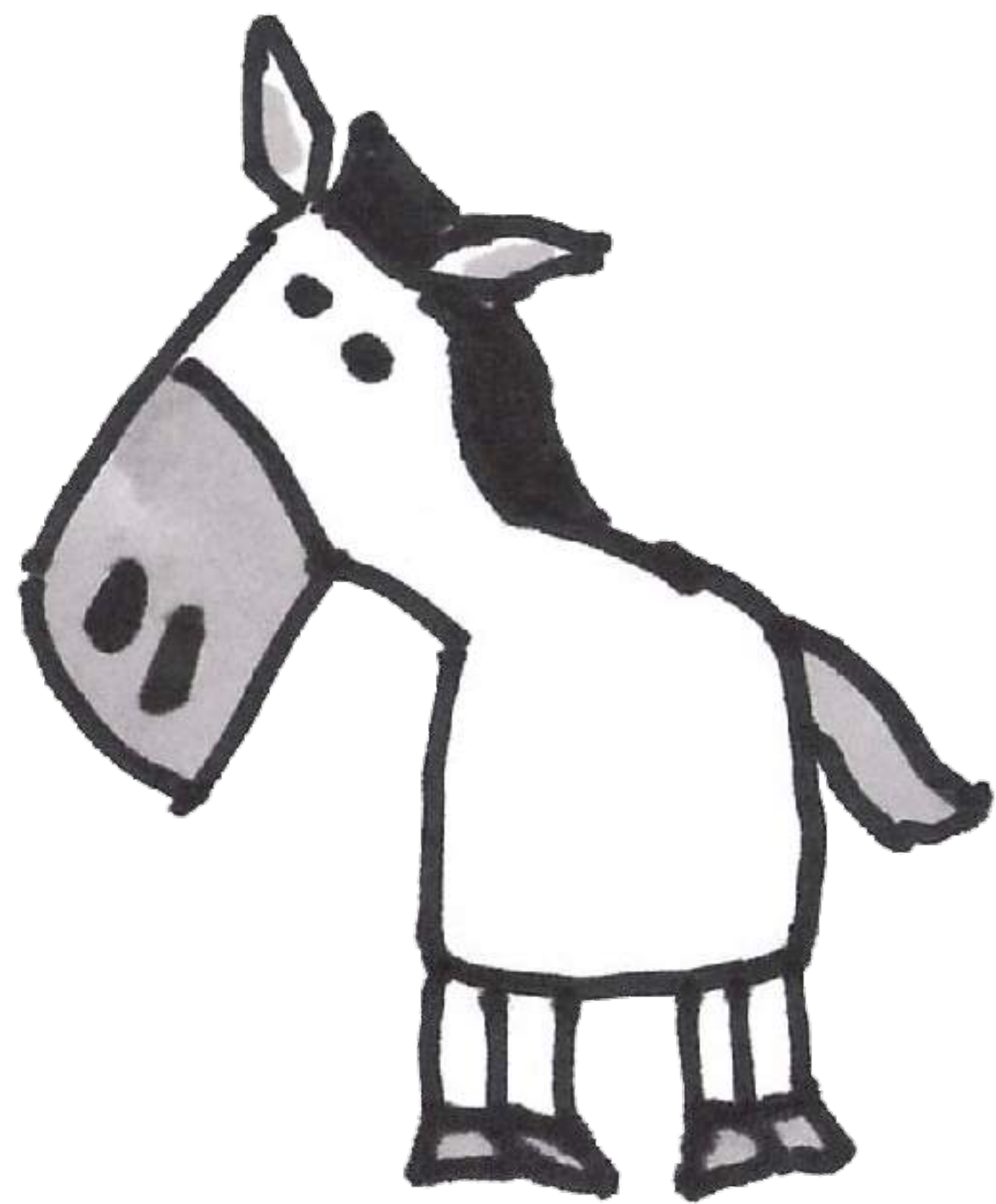
Skill Gaps + Silos + Dinosaurs = Innovation Teams

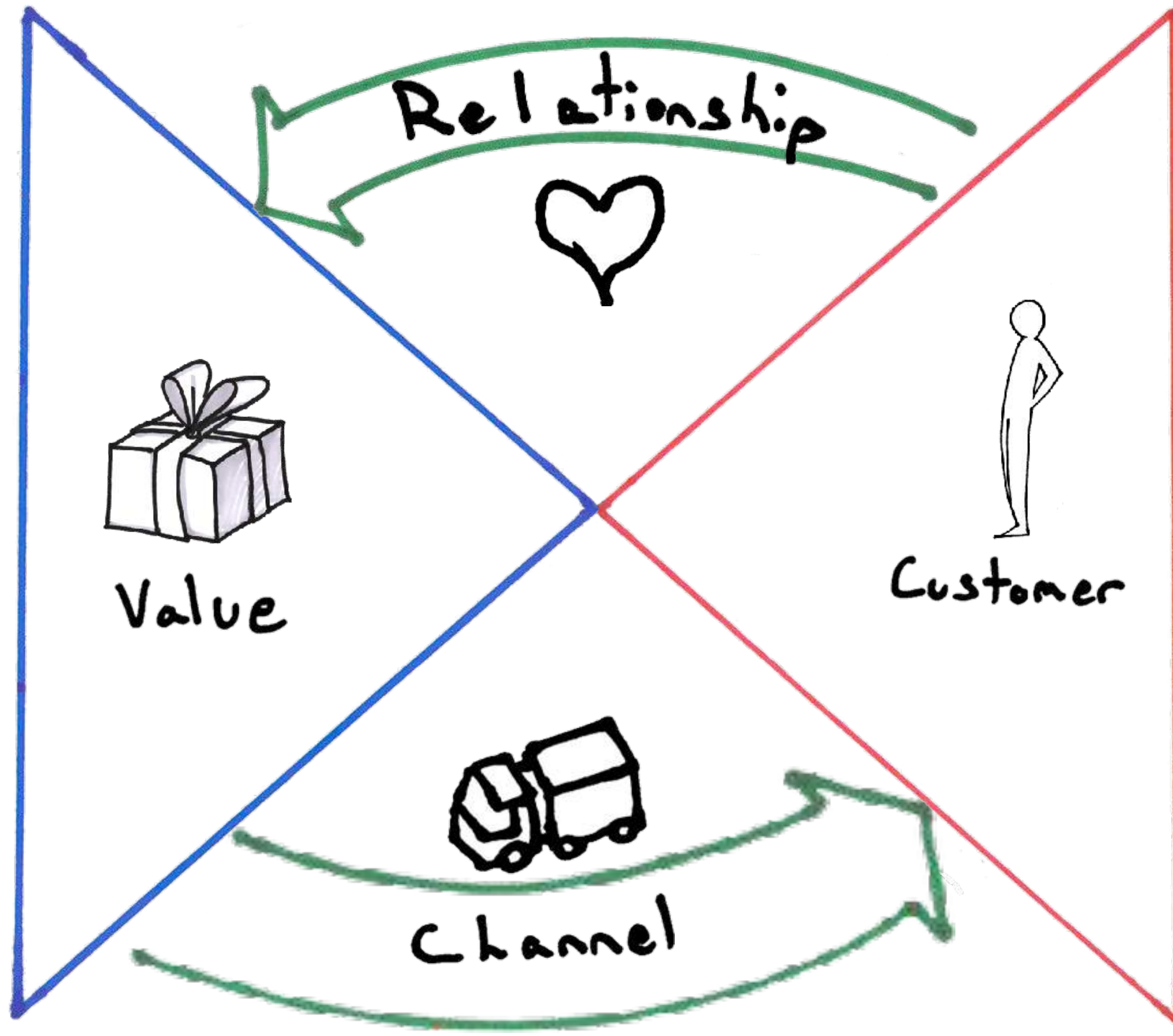


Ideas

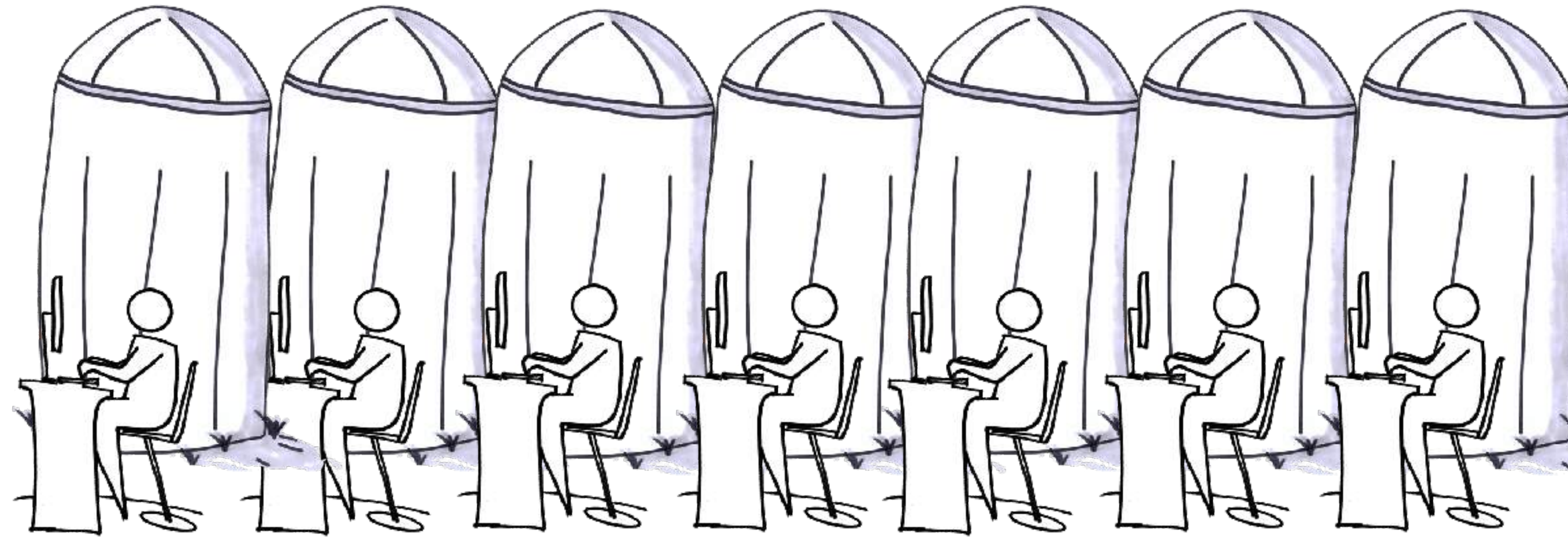
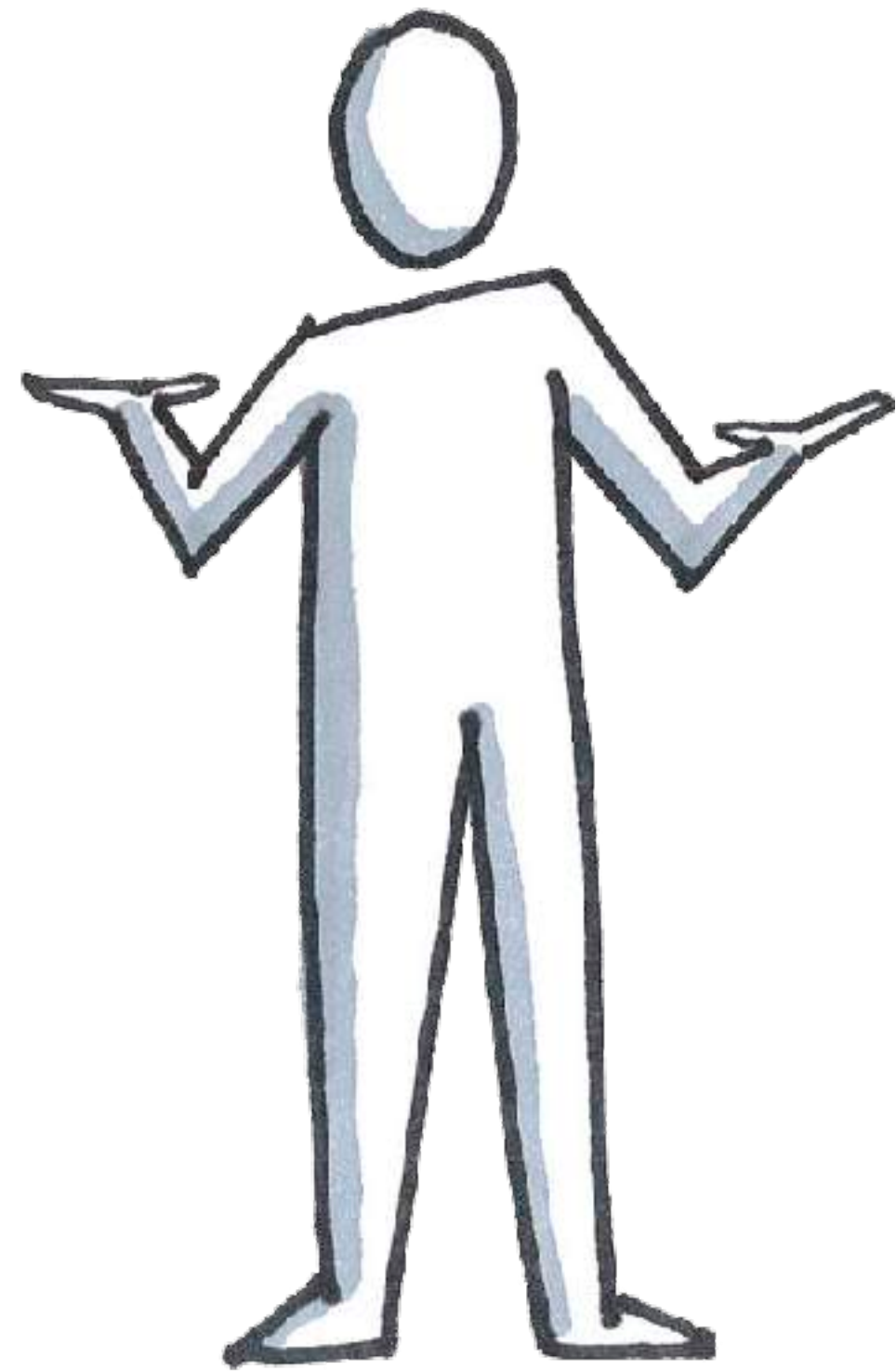
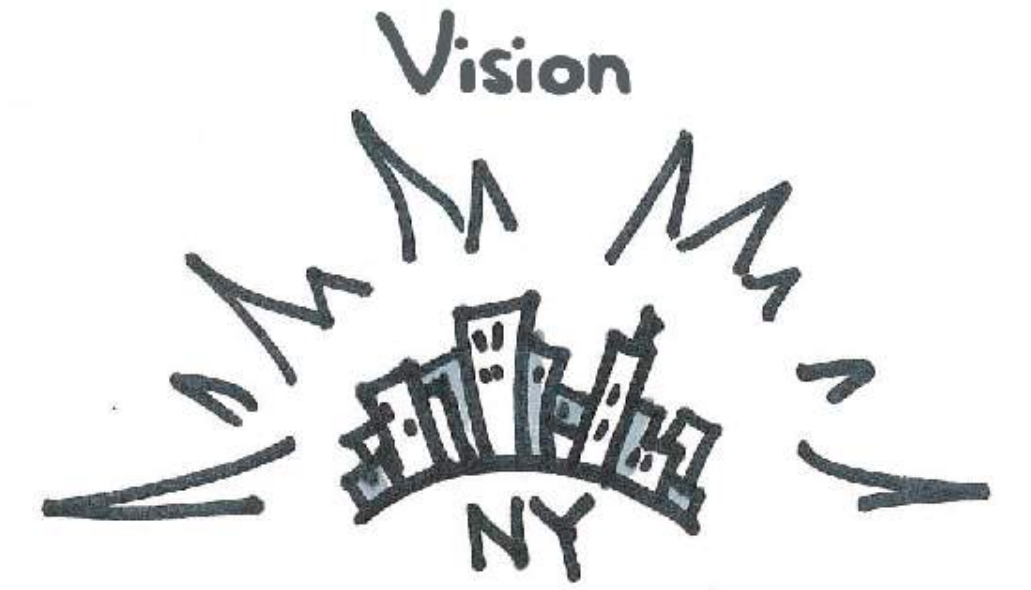
Skill Gaps + Silos + Dinosaurs = Innovation Teams







Ideas
Skill Gaps + **Silos** + Dinosaurs = Innovation Teams

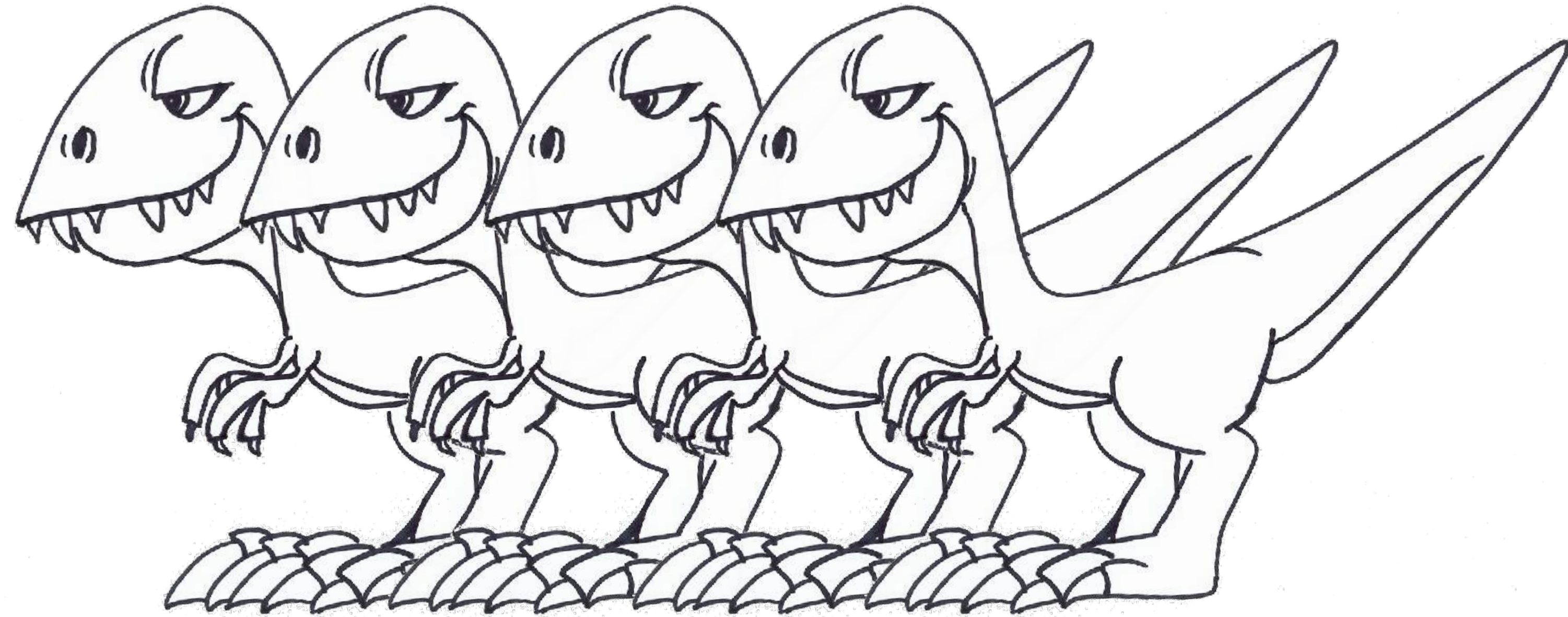
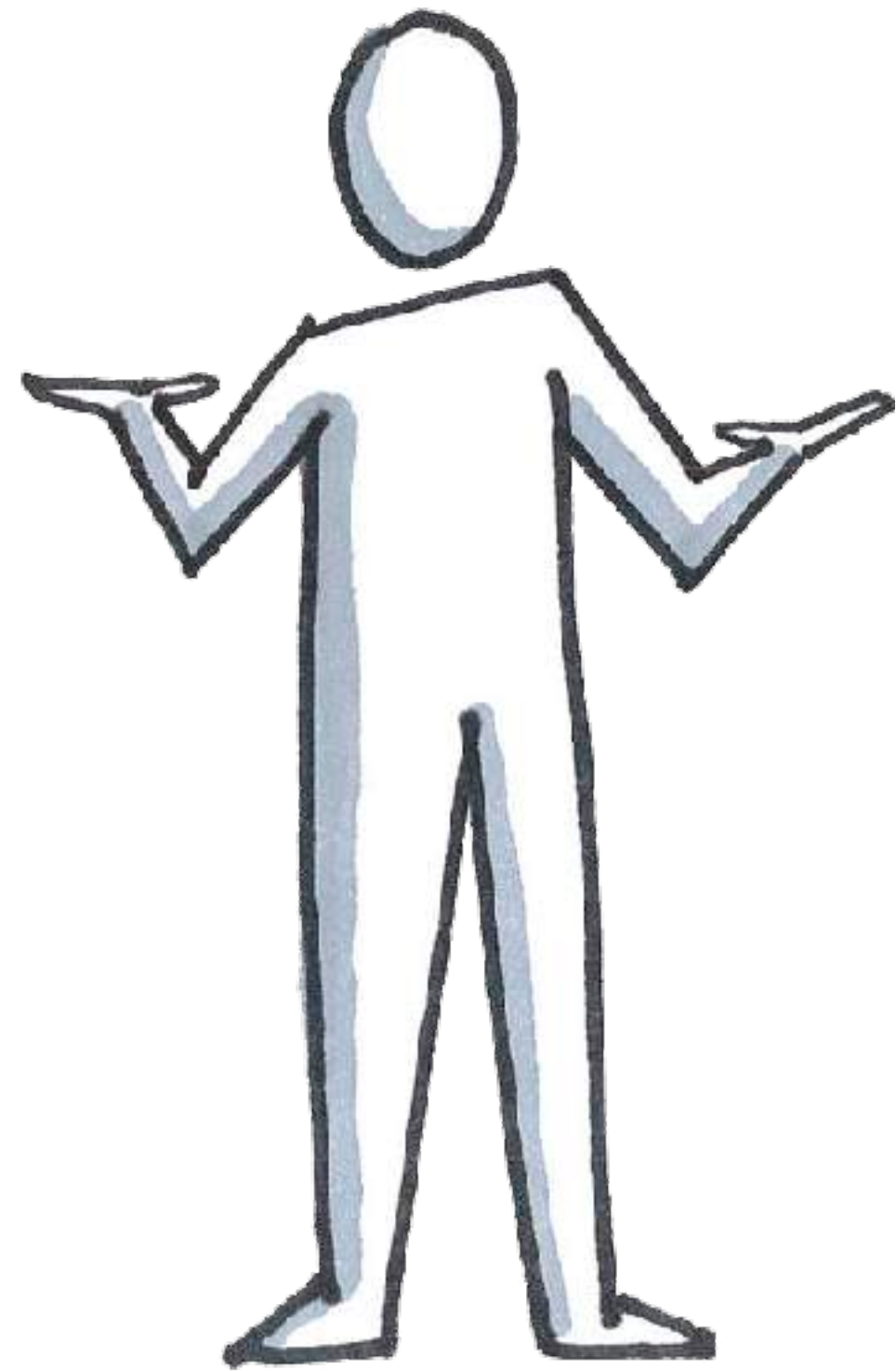
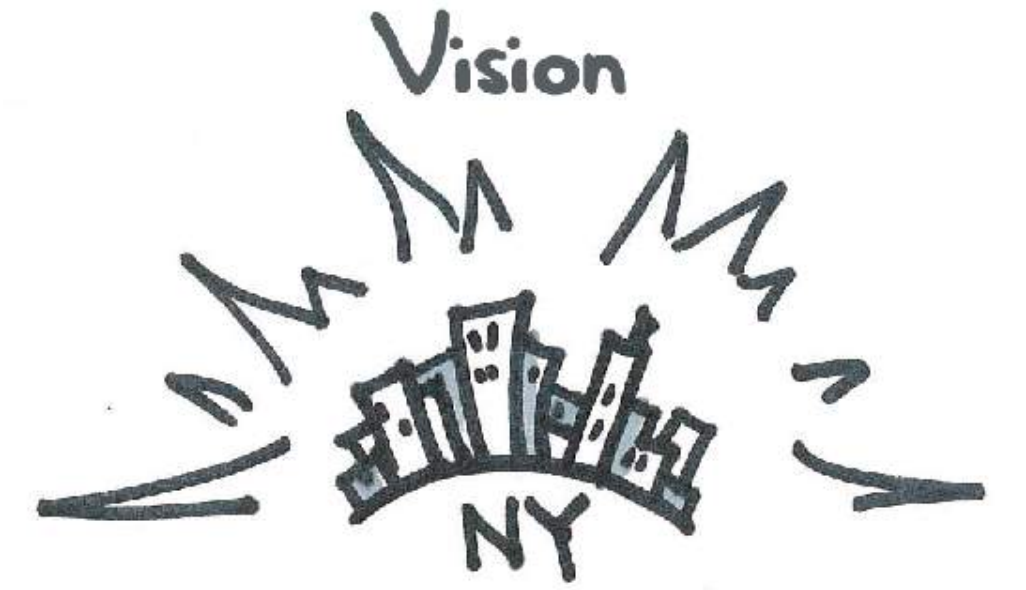


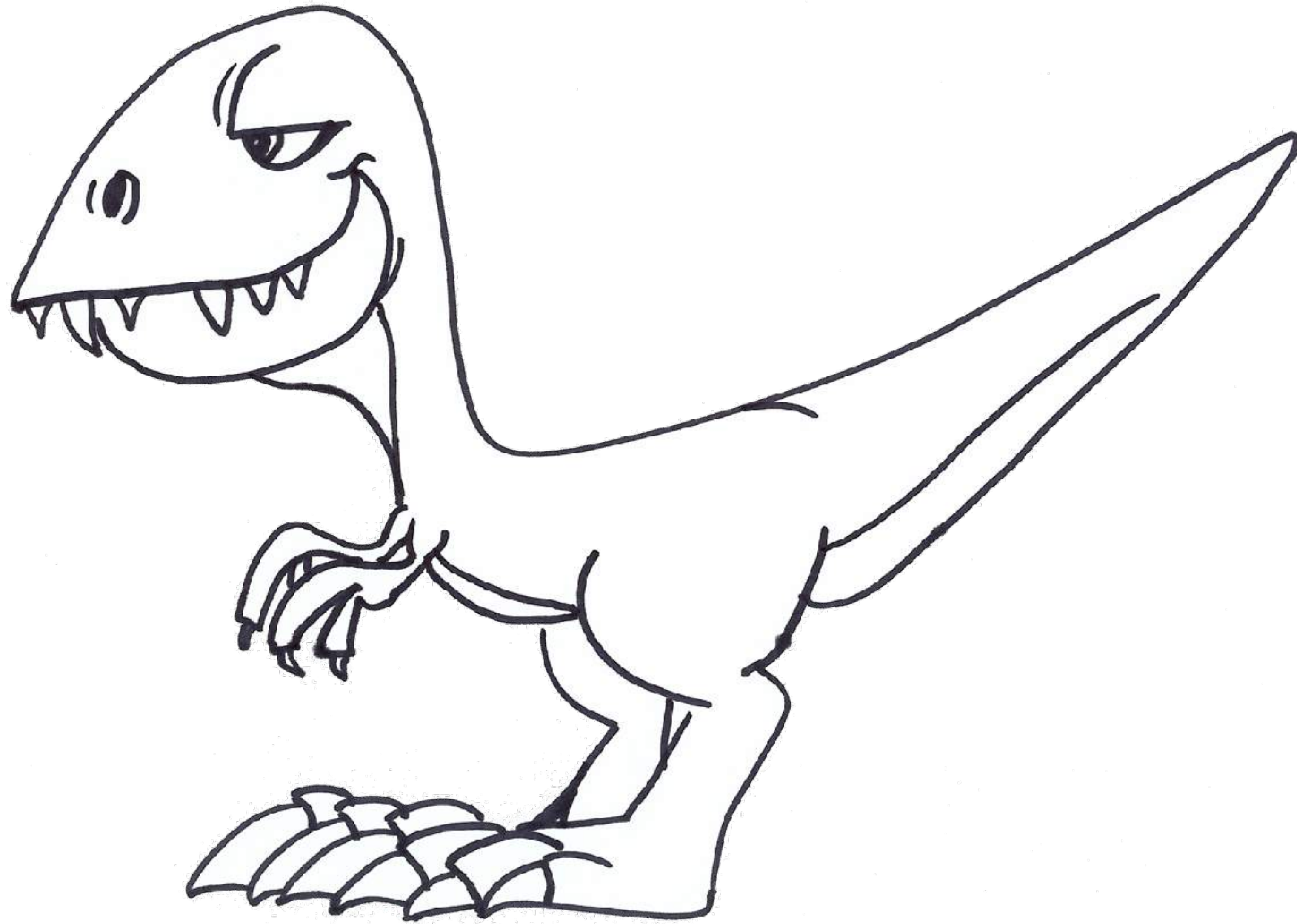


Ideas

Skill Gaps + Silos + **Dinosaurs**

= Innovation Teams









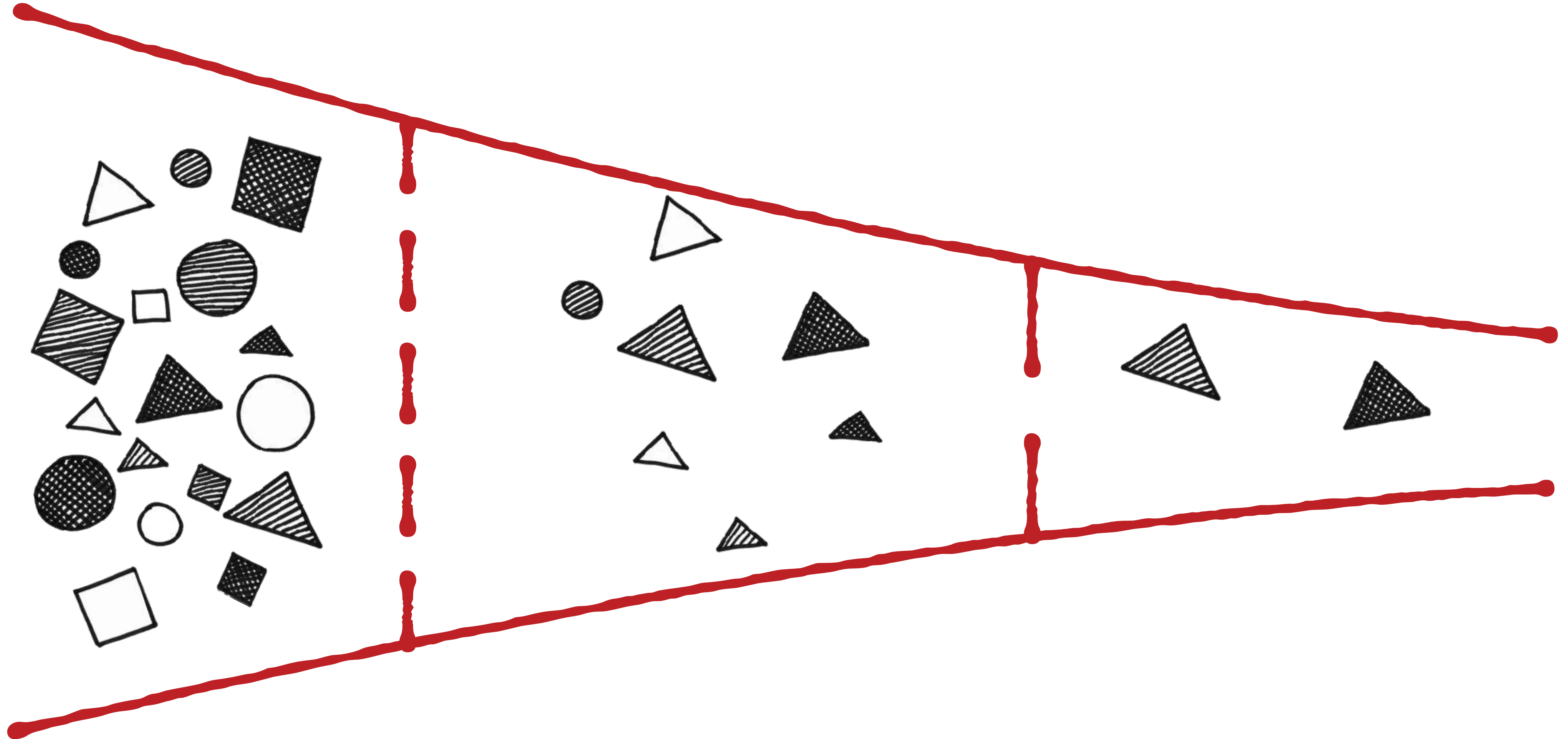
Teams

$$\frac{\text{Ideas}}{\text{Skill Gaps} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Teams}$$

Ideas

Teams

Projects



Projects

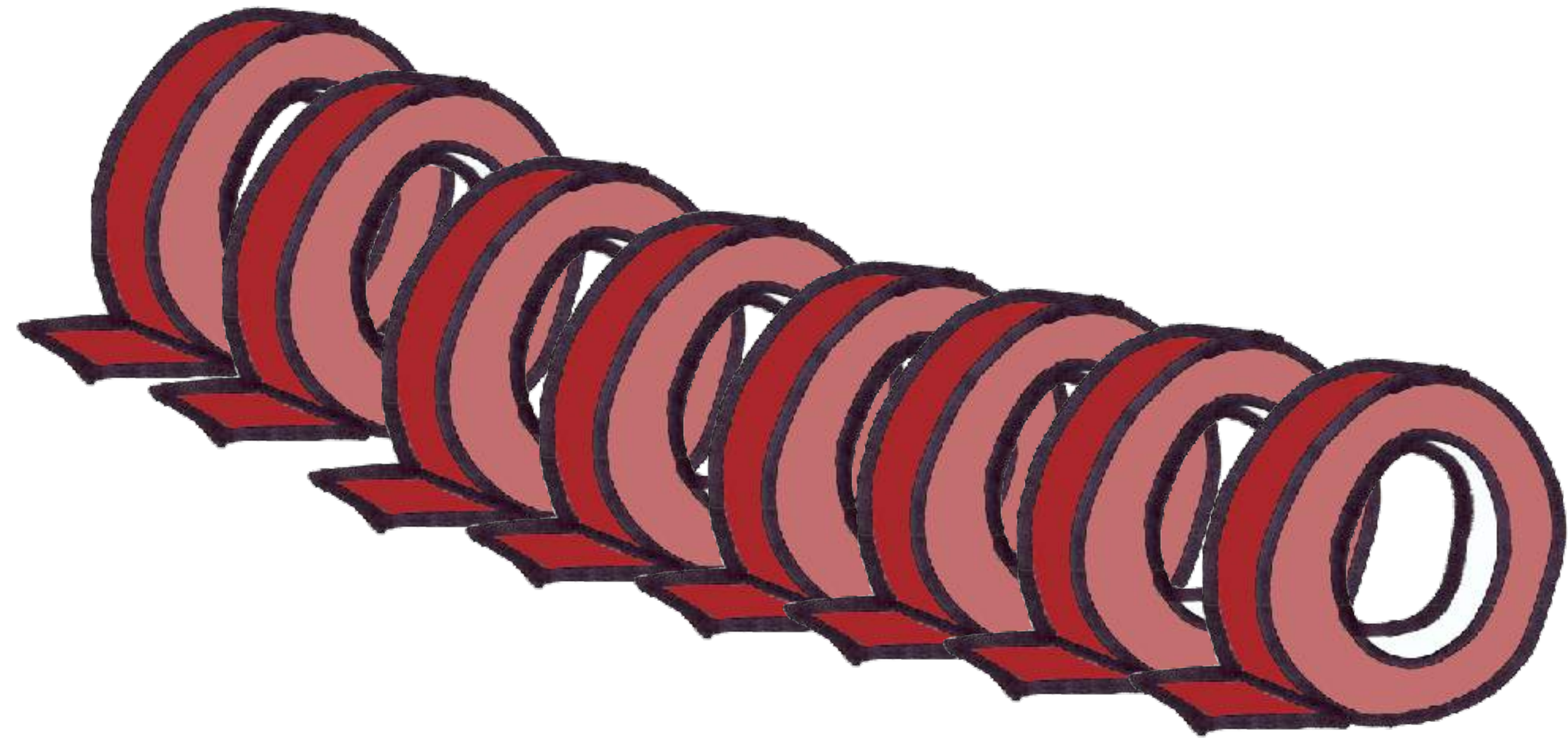
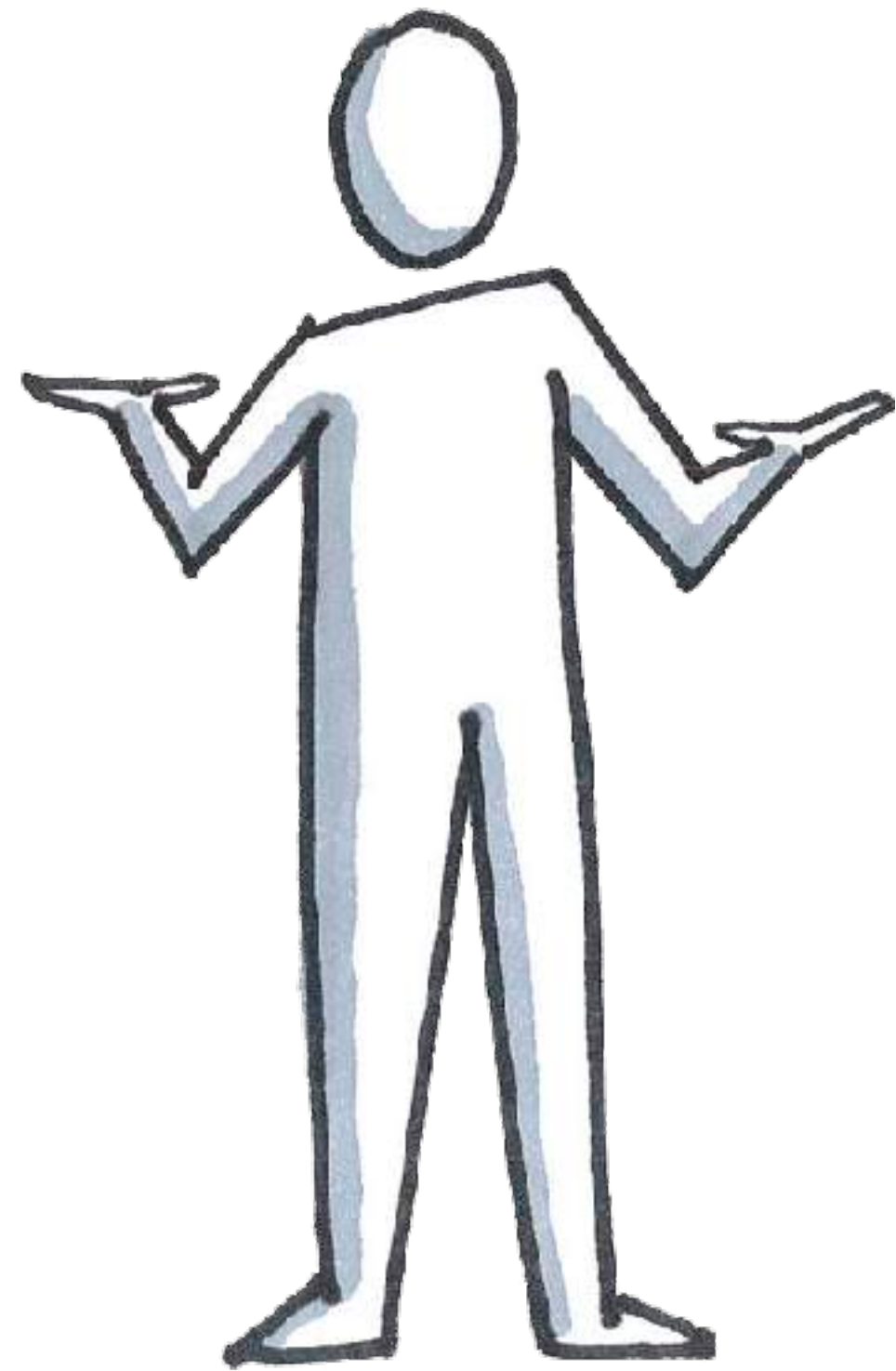
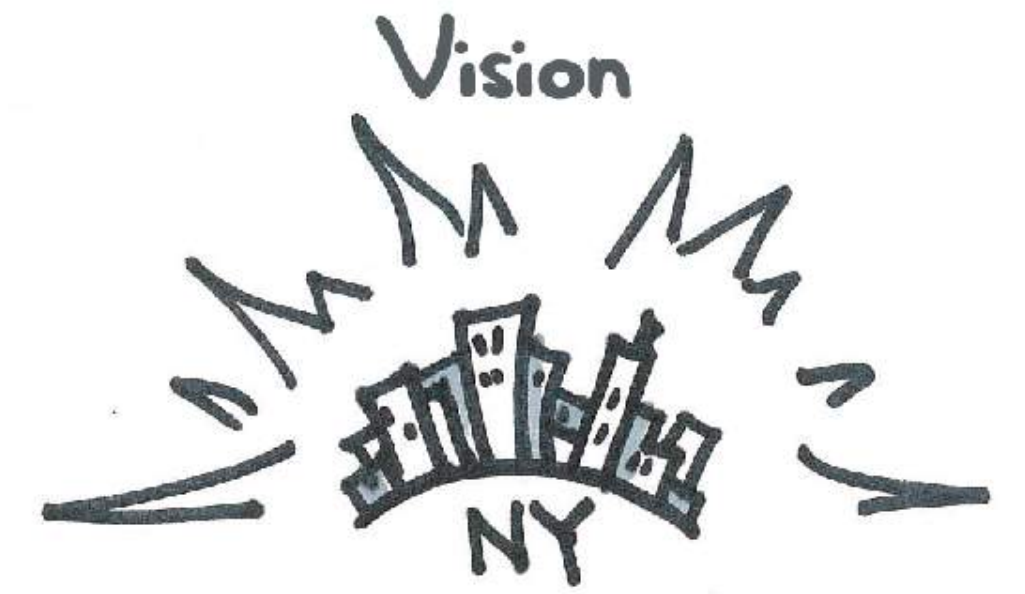
Teams

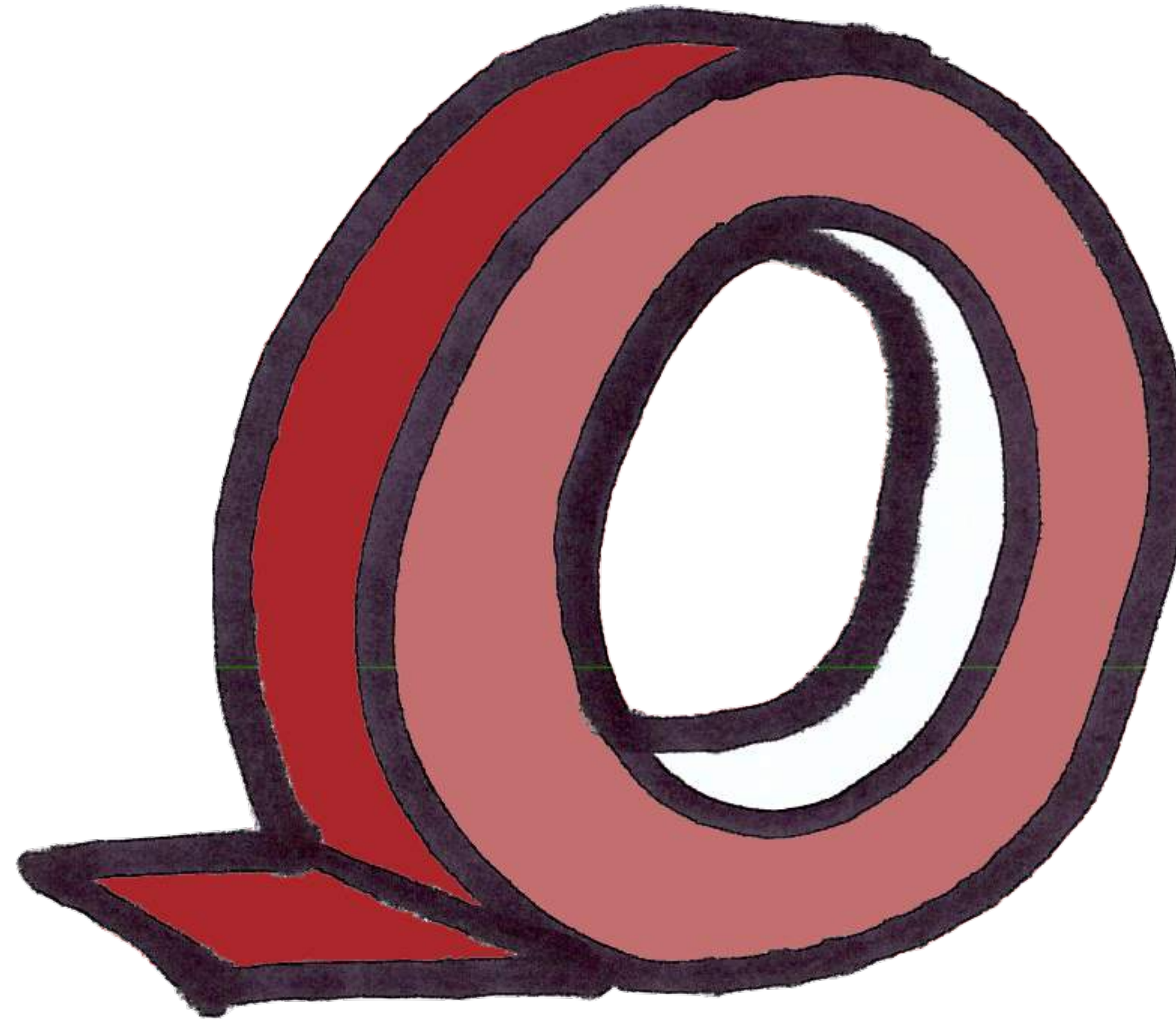
Bureaucracy + Silos + Dinosaurs = Innovation Projects

Teams

= Innovation Projects

Bureaucracy + Silos + Dinosaurs



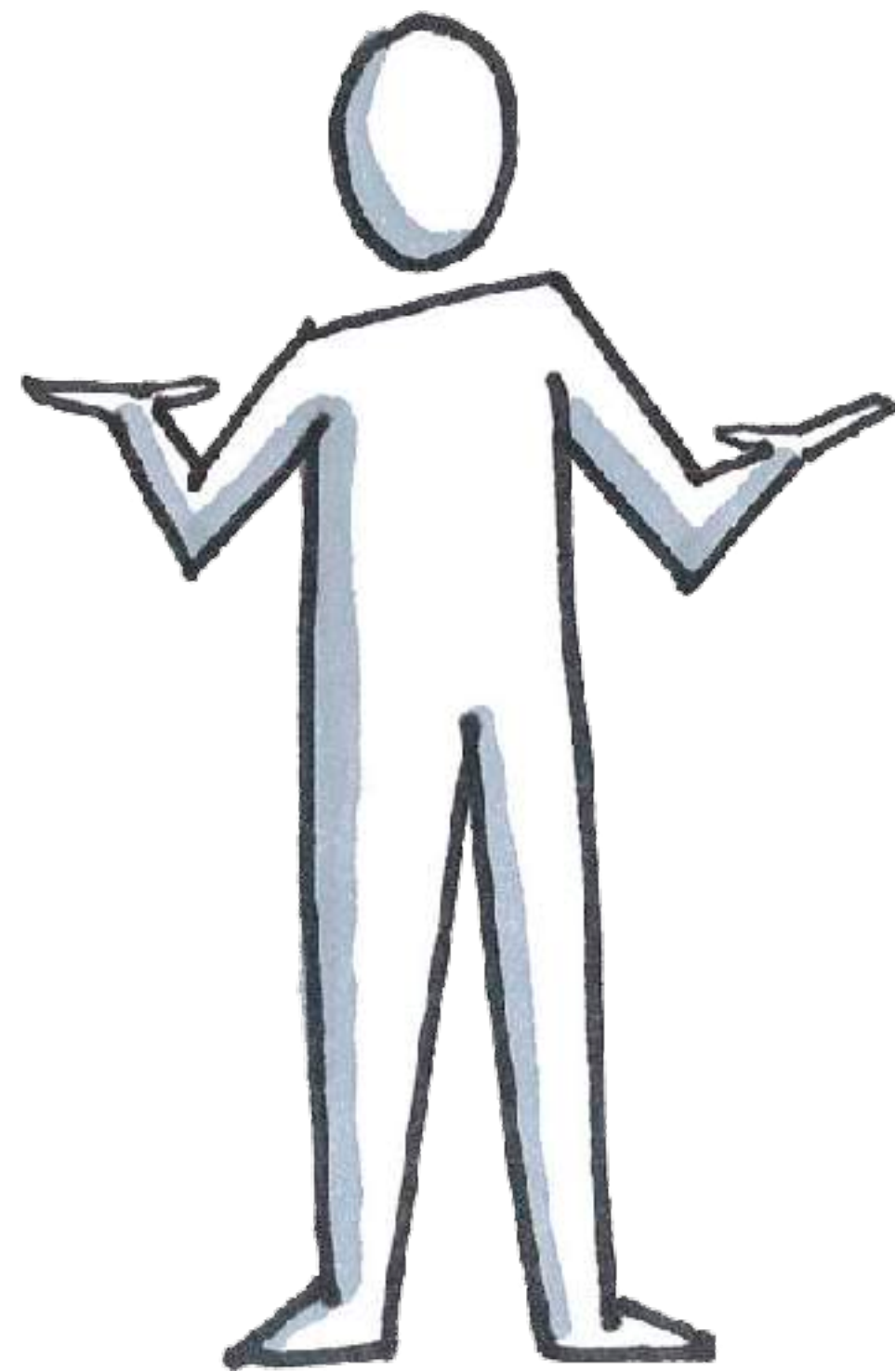




Teams

= Innovation Projects

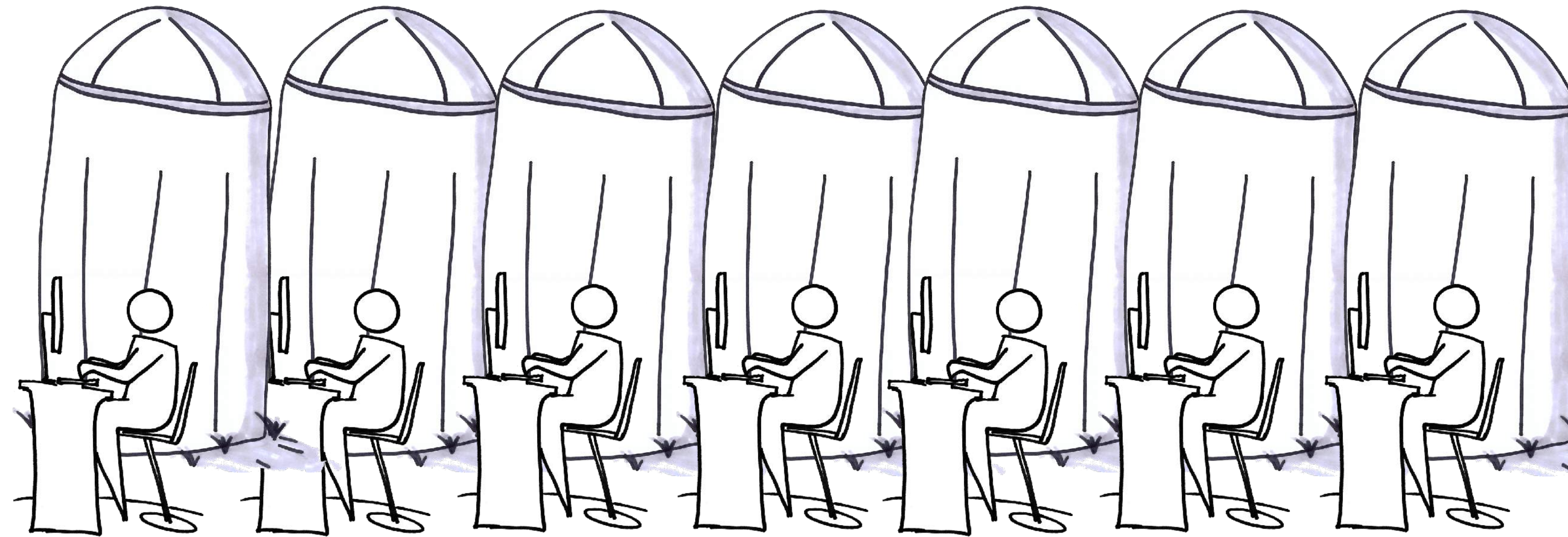
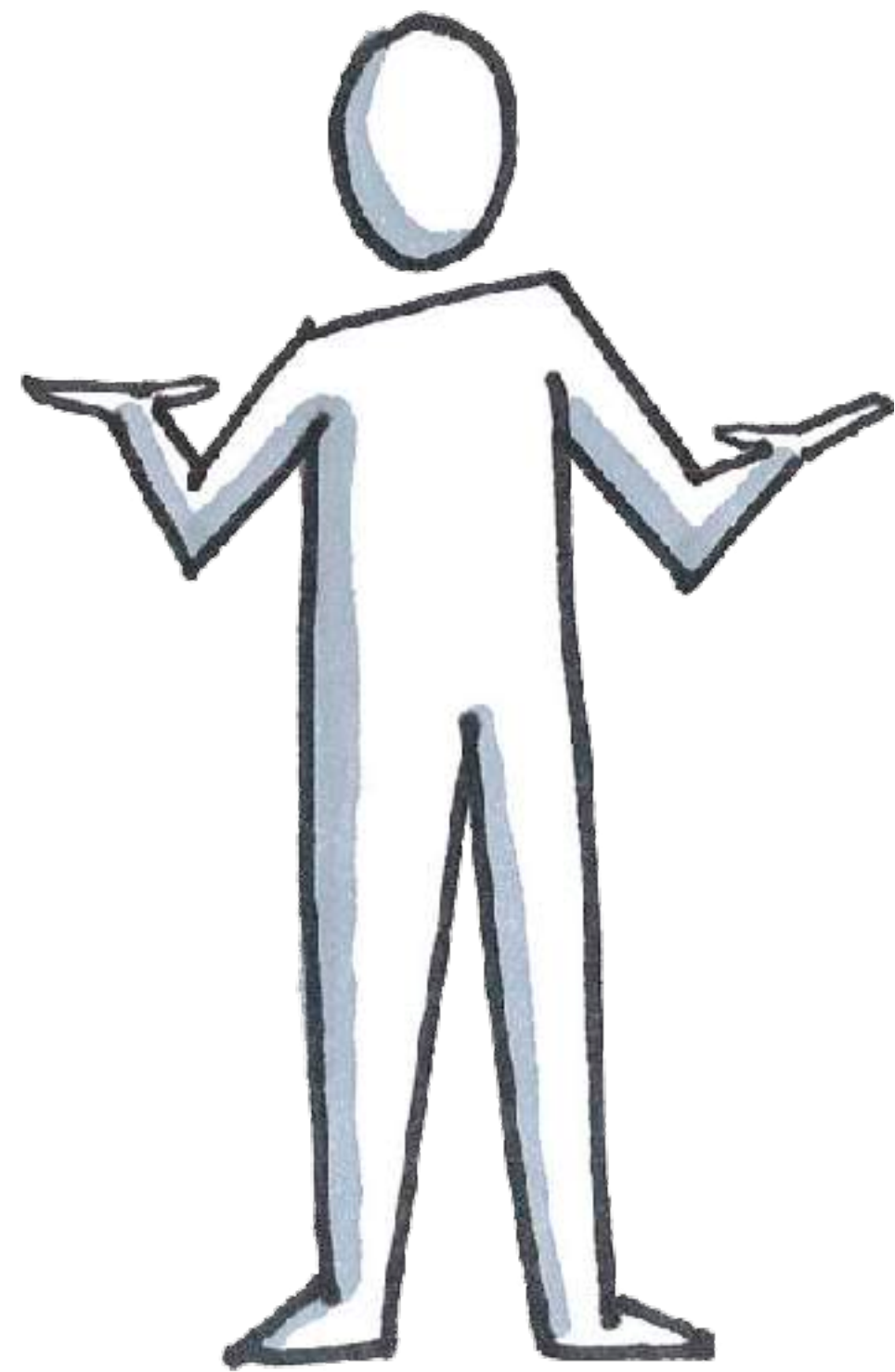
Bureaucracy + Silos + Dinosaurs



Teams

Bureaucracy + **Silos** + Dinosaurs

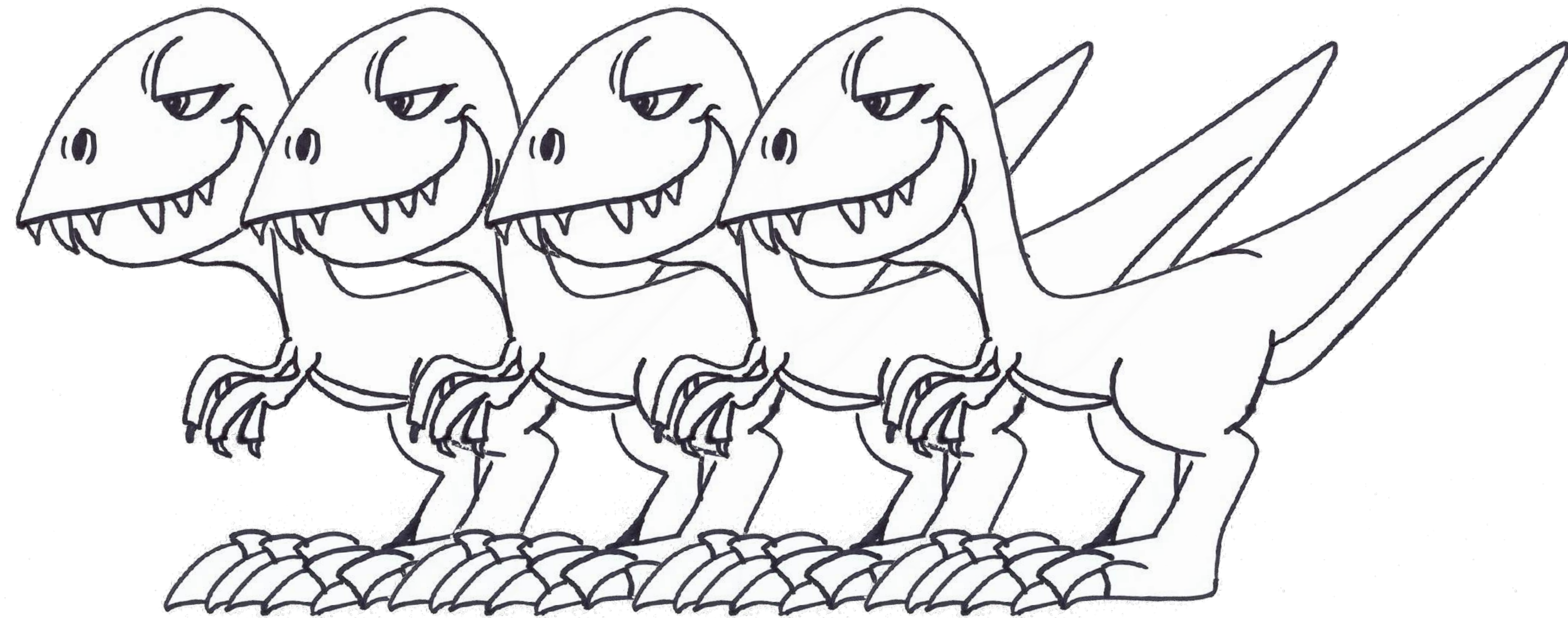
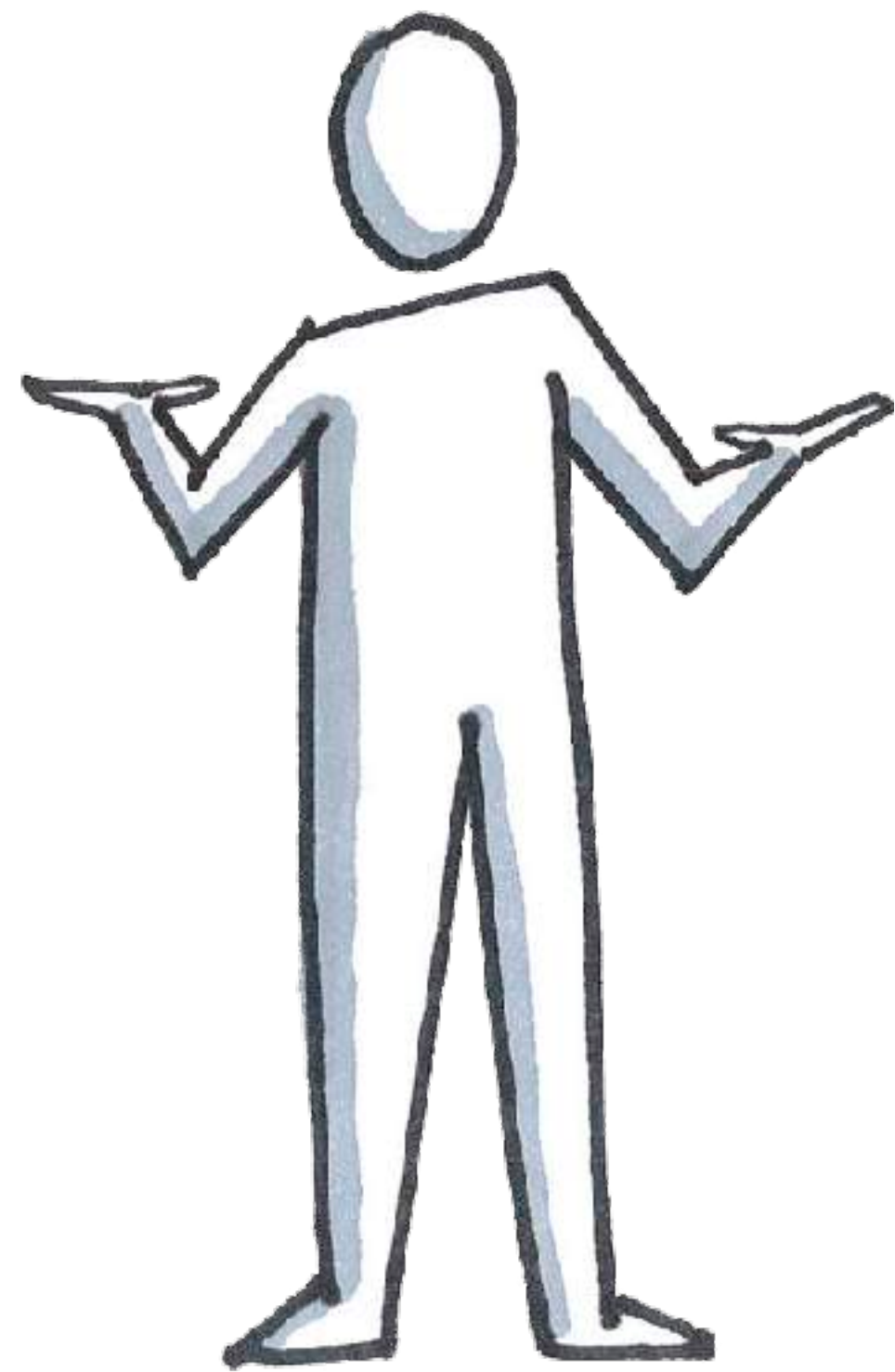
= Innovation Projects



Teams

Bureaucracy + Silos + **Dinosaurs**

= Innovation Projects



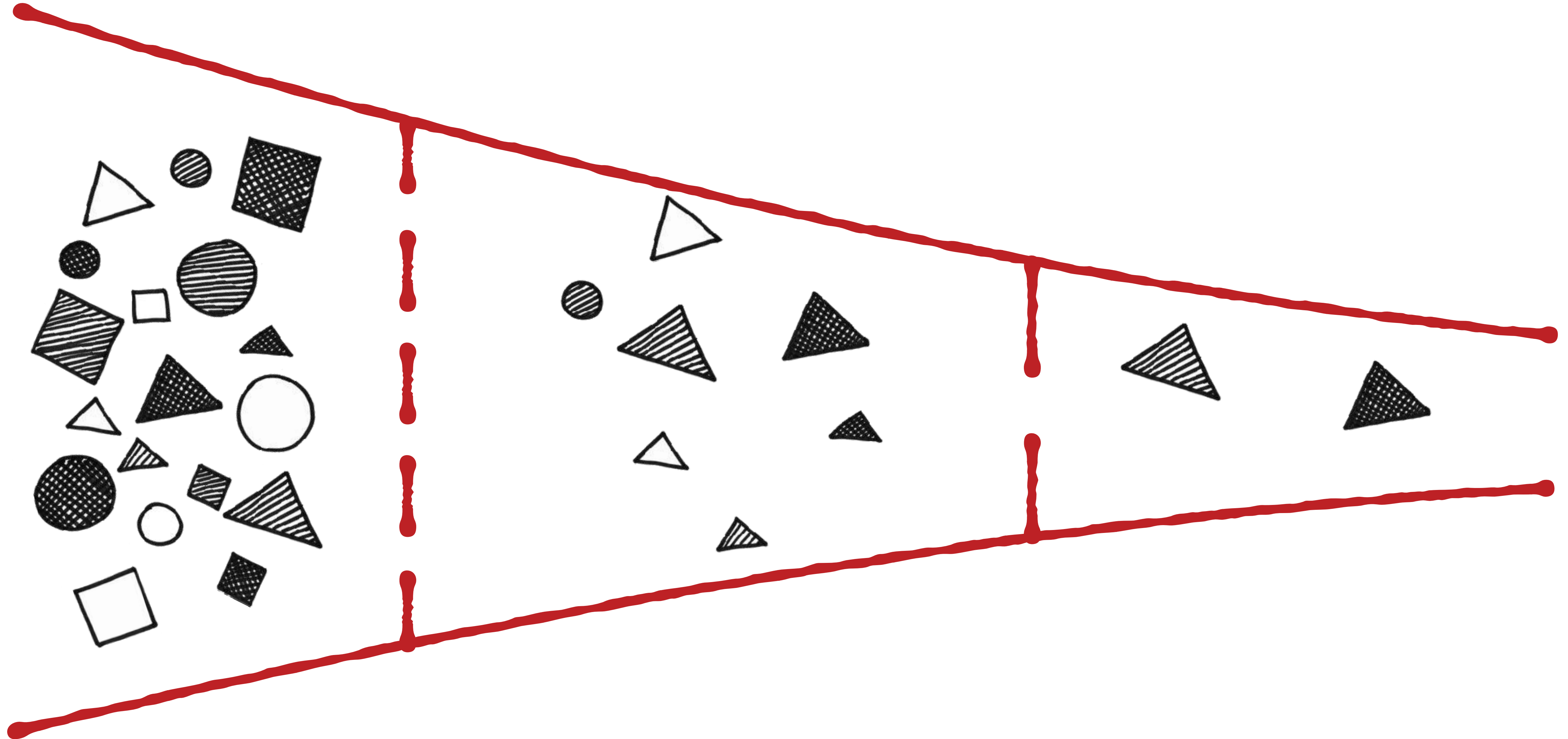
Projects

$$\frac{\text{Teams}}{\text{Bureaucracy} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Projects}$$

Ideas

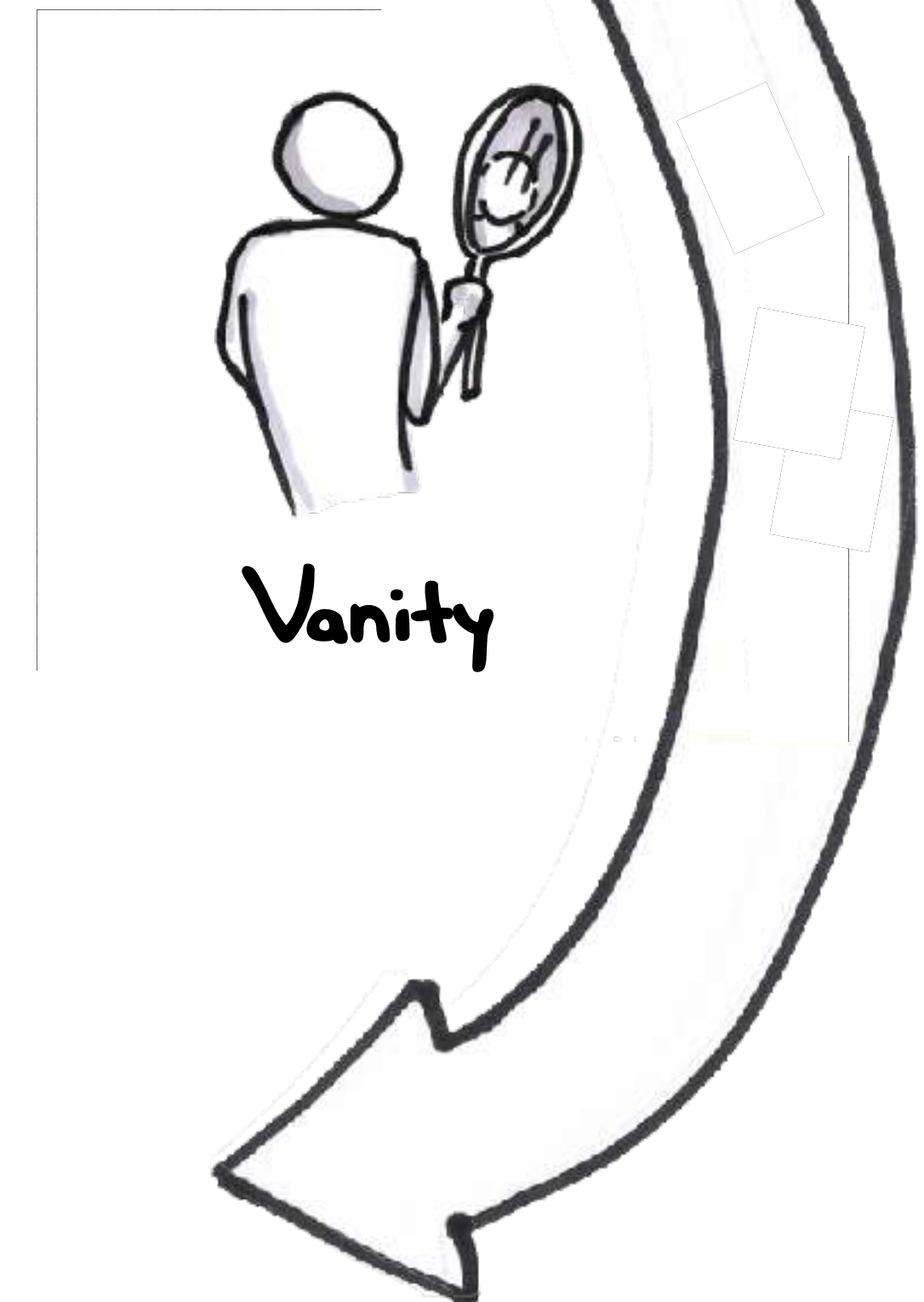
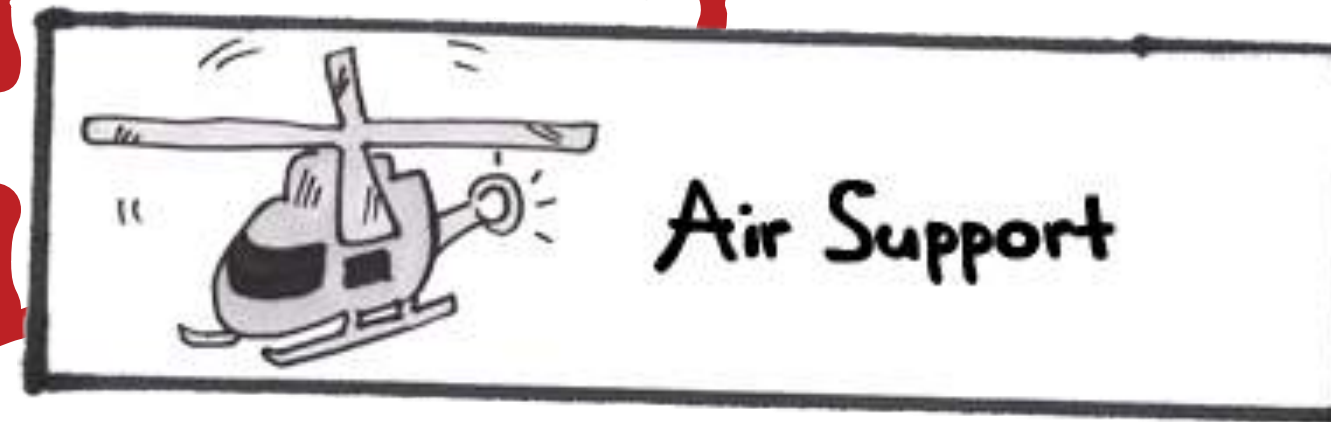
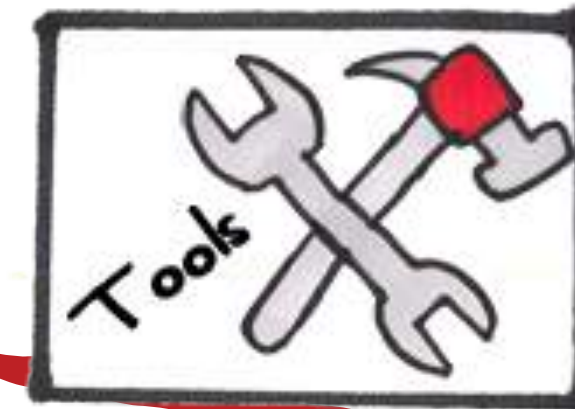
Teams

Projects



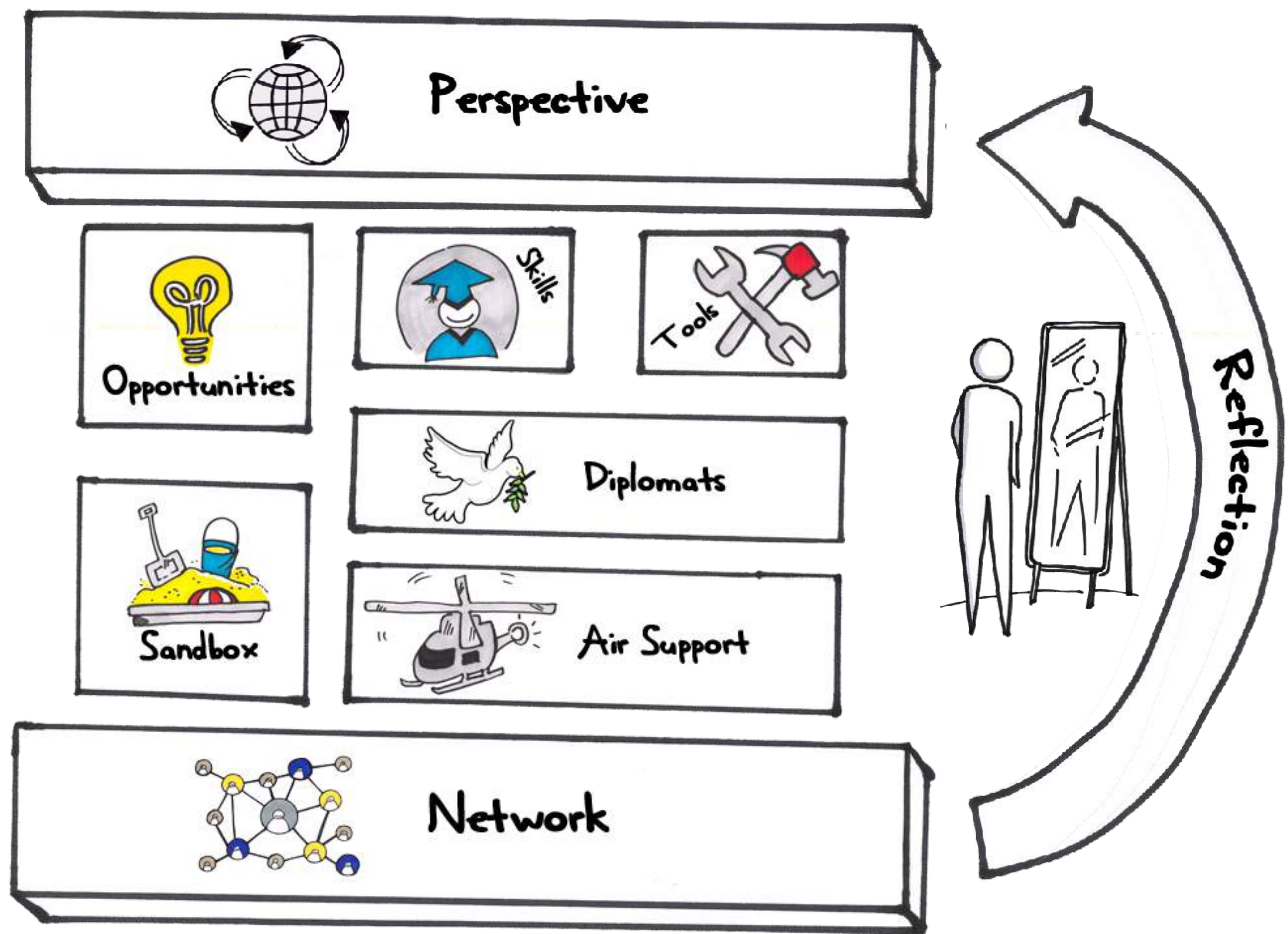


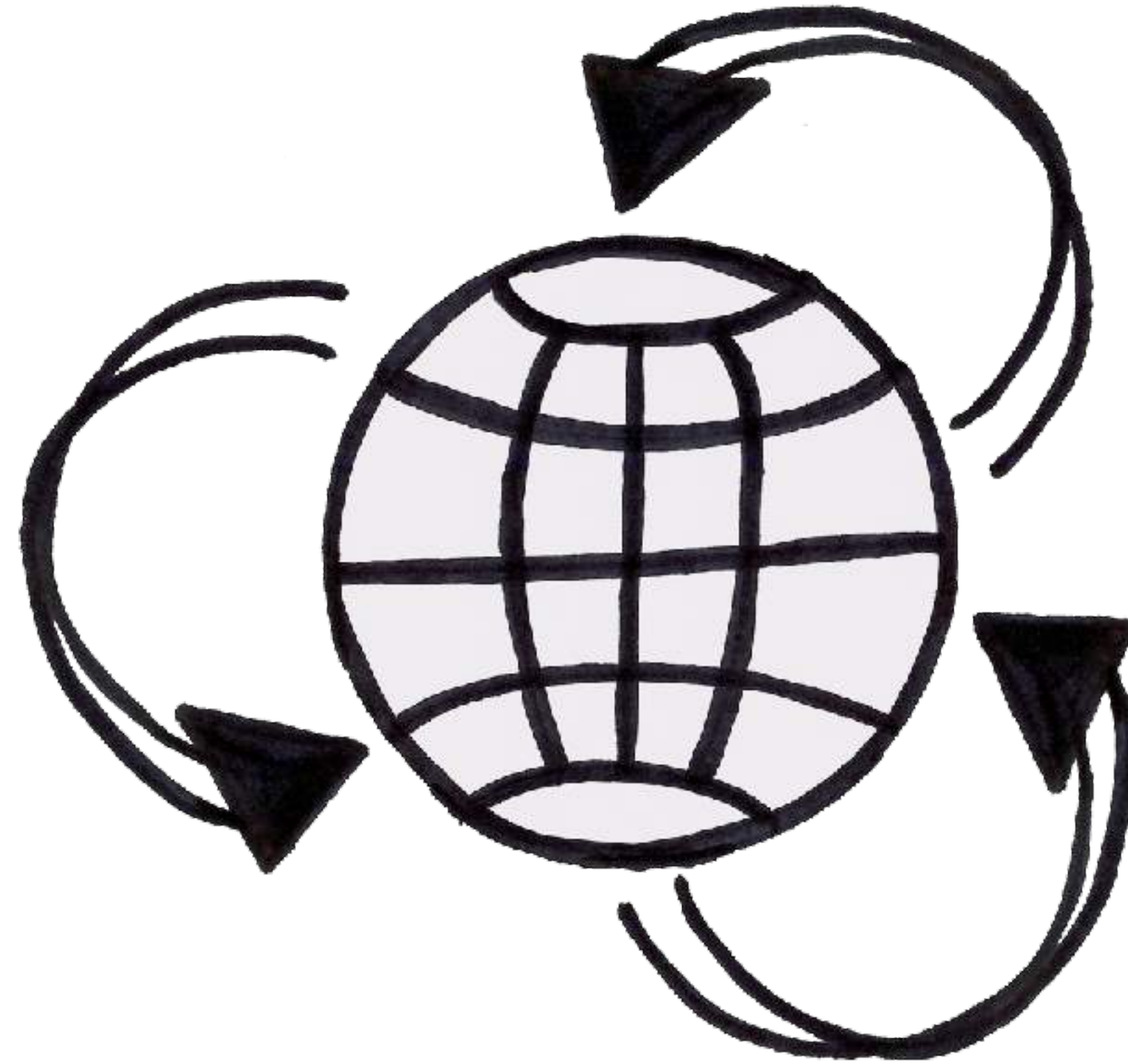
Naval Gazing



Loneliness

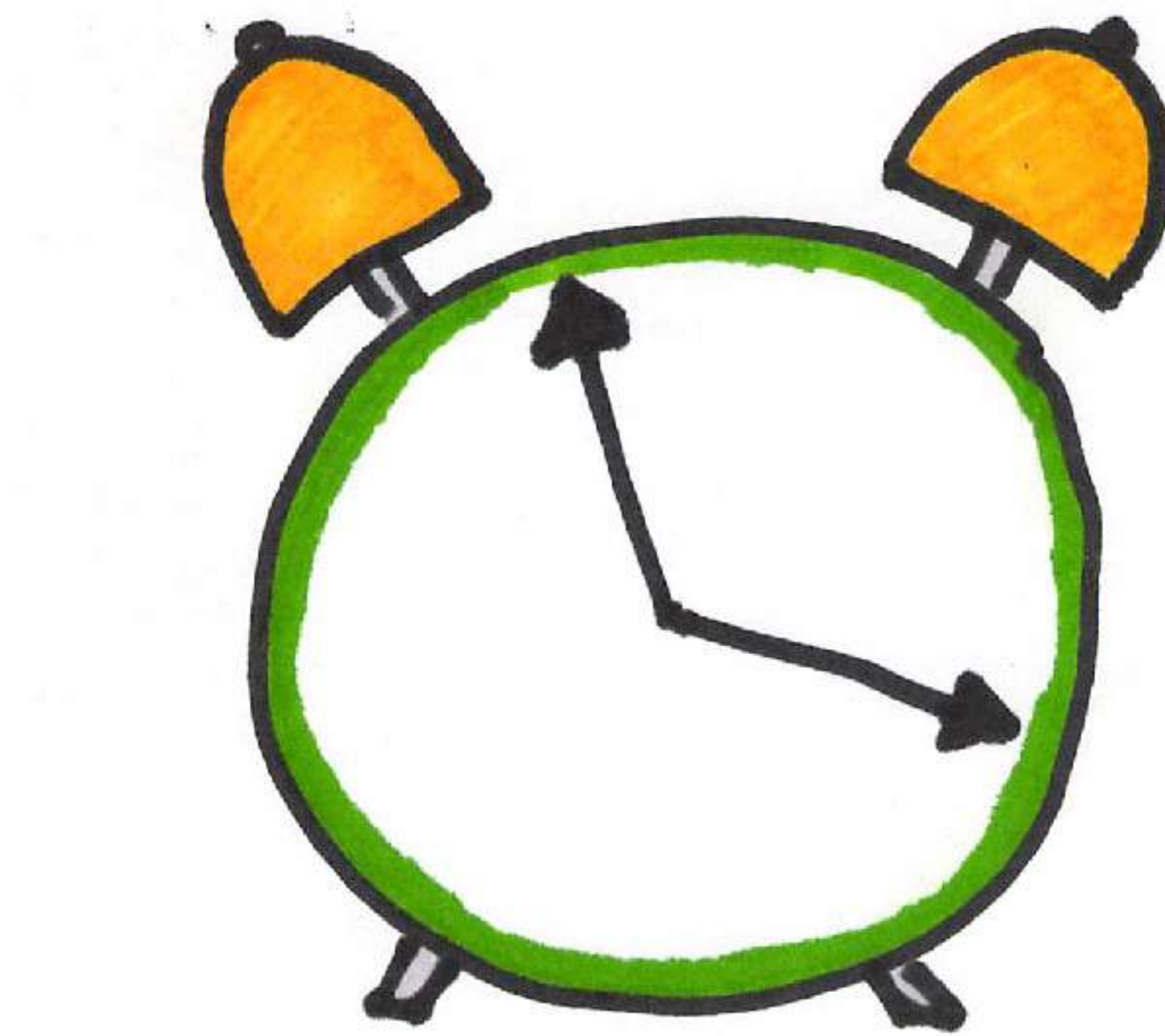


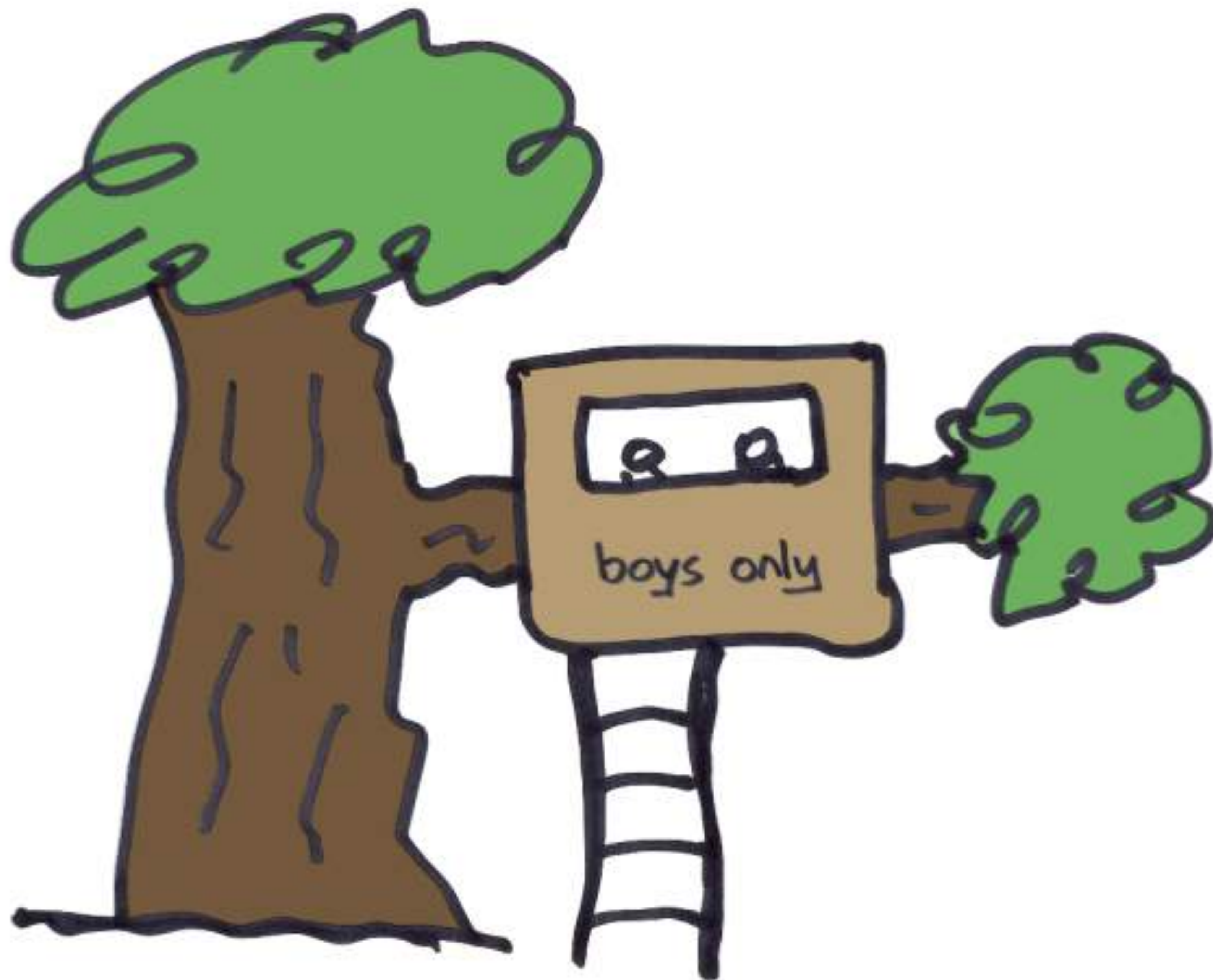




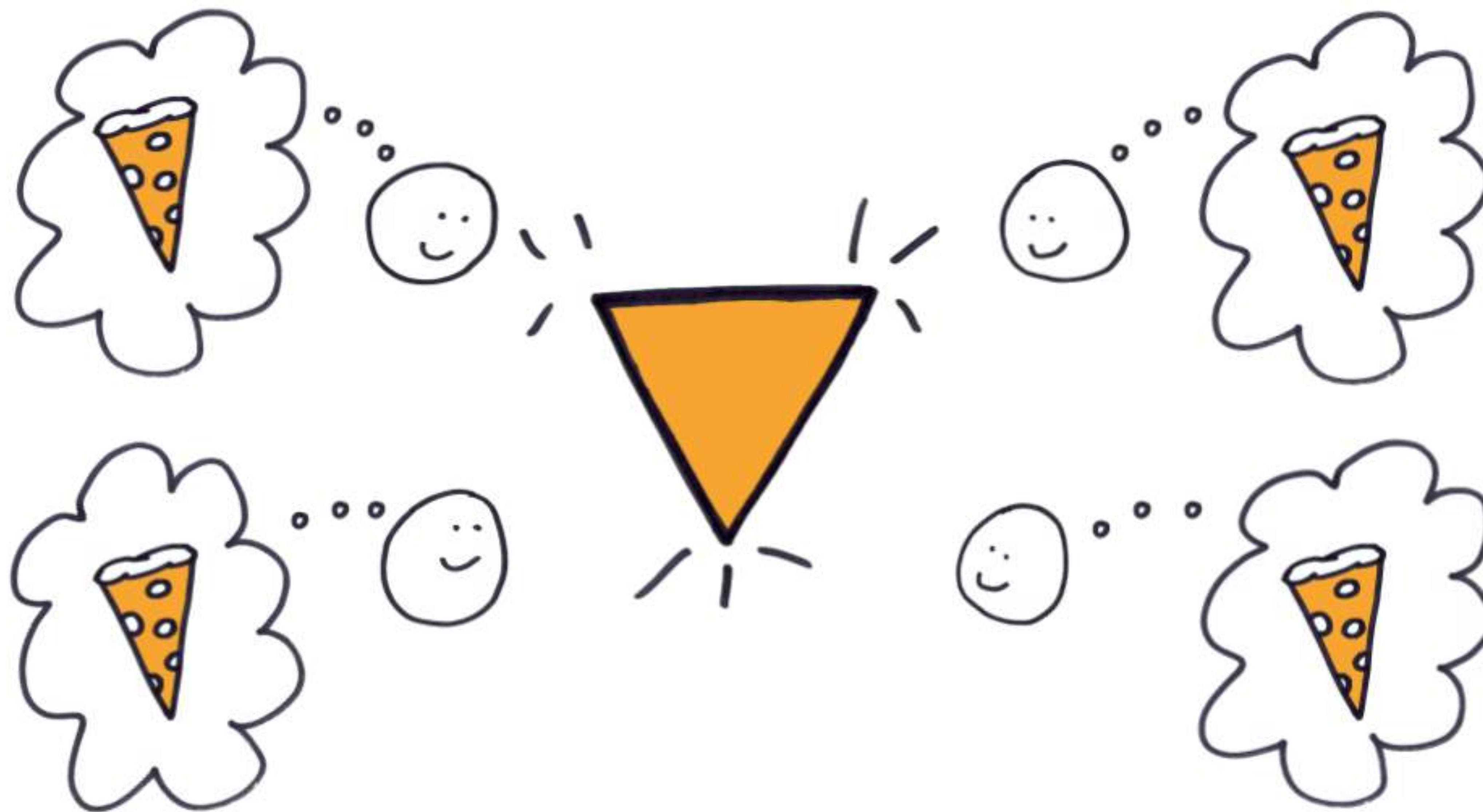
Innovation Ecosystem Metrics

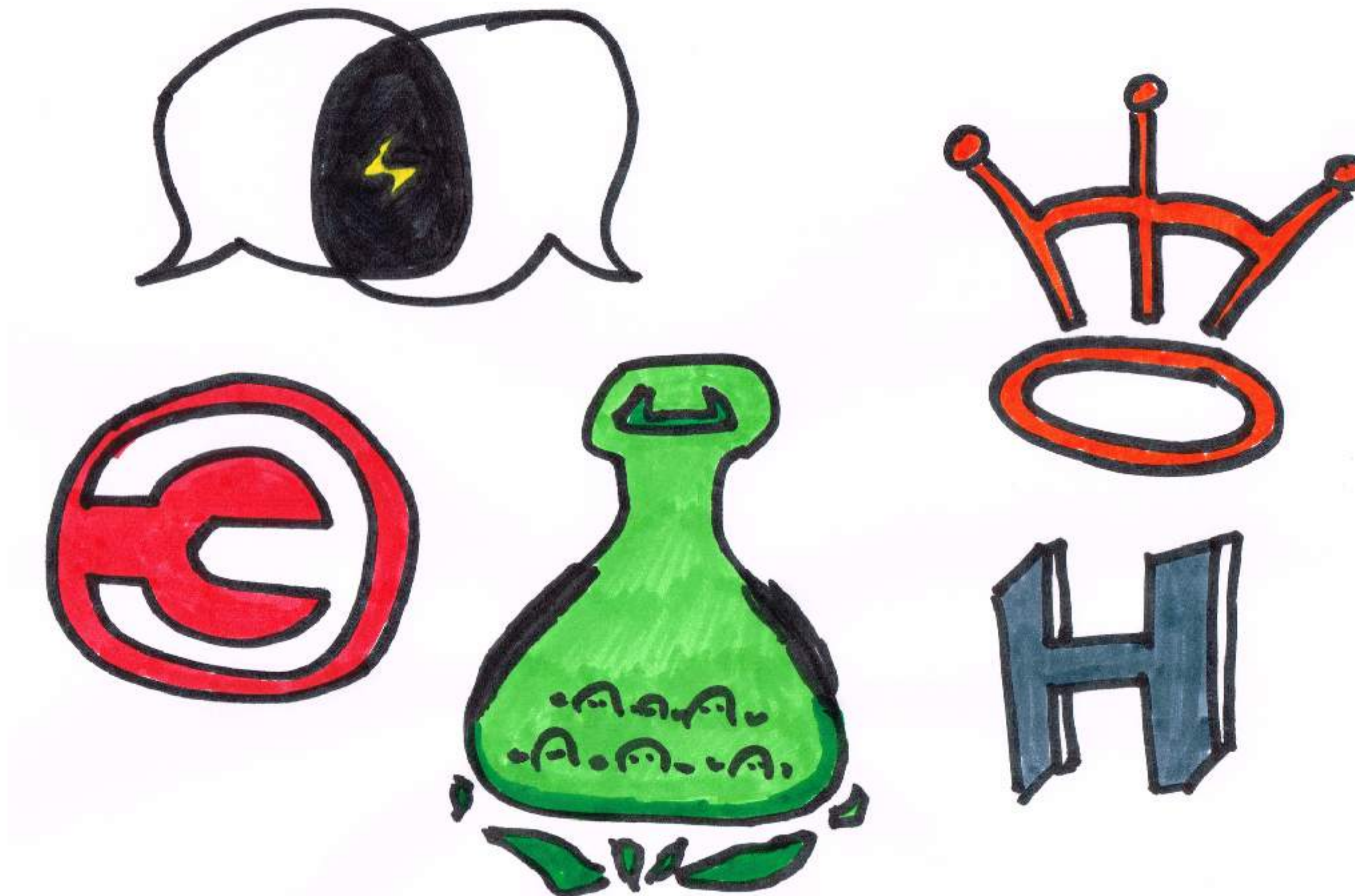




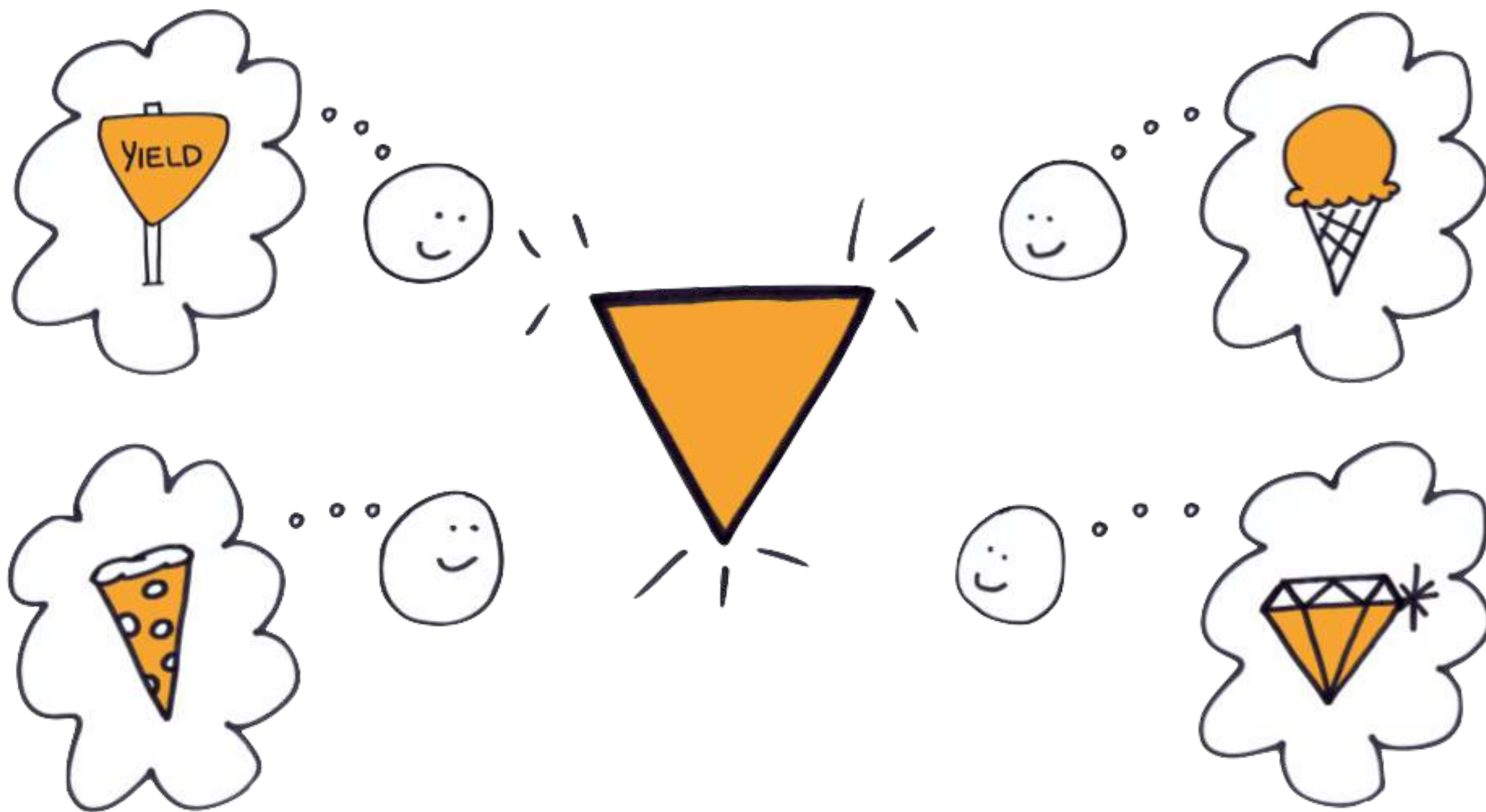




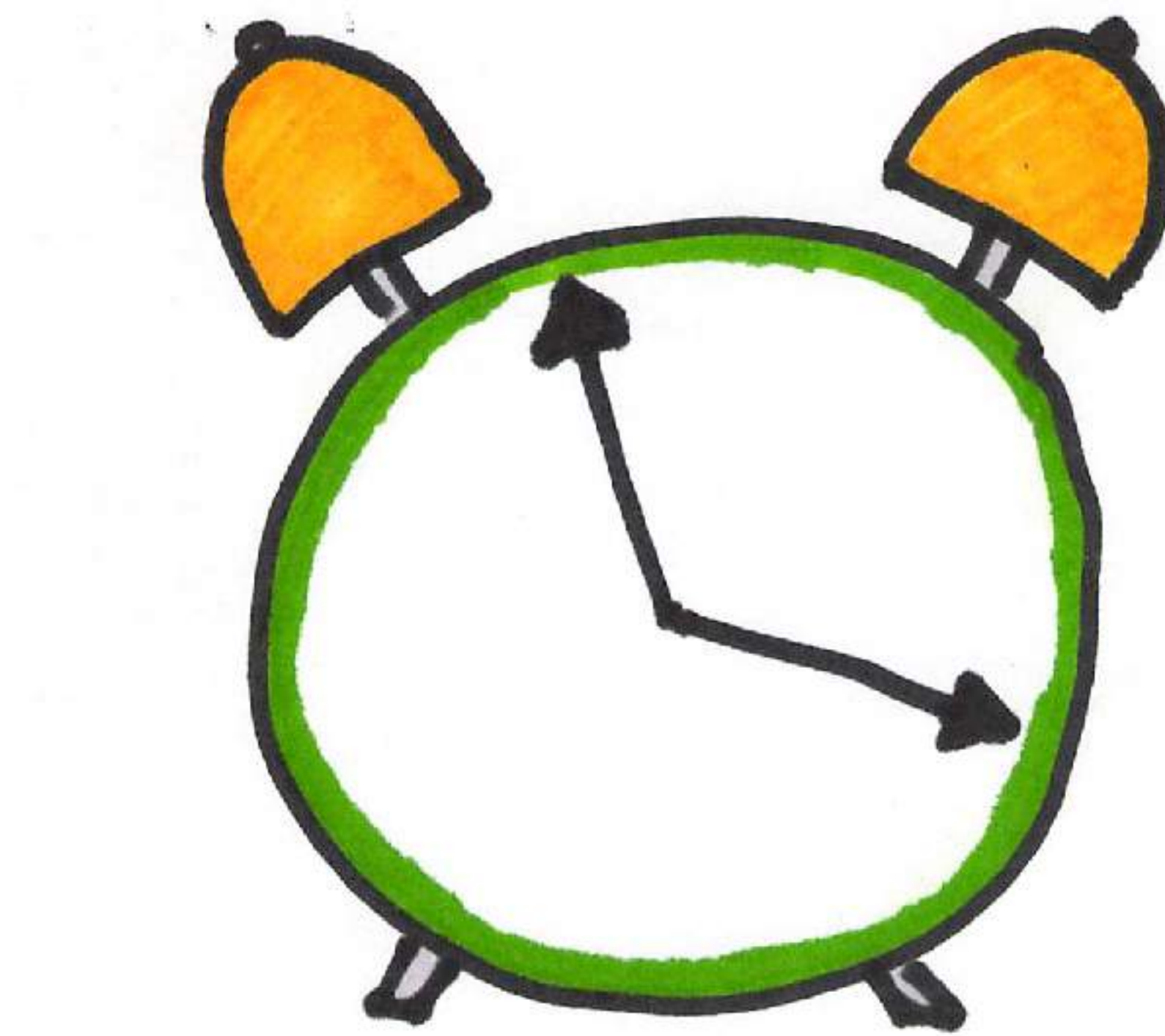






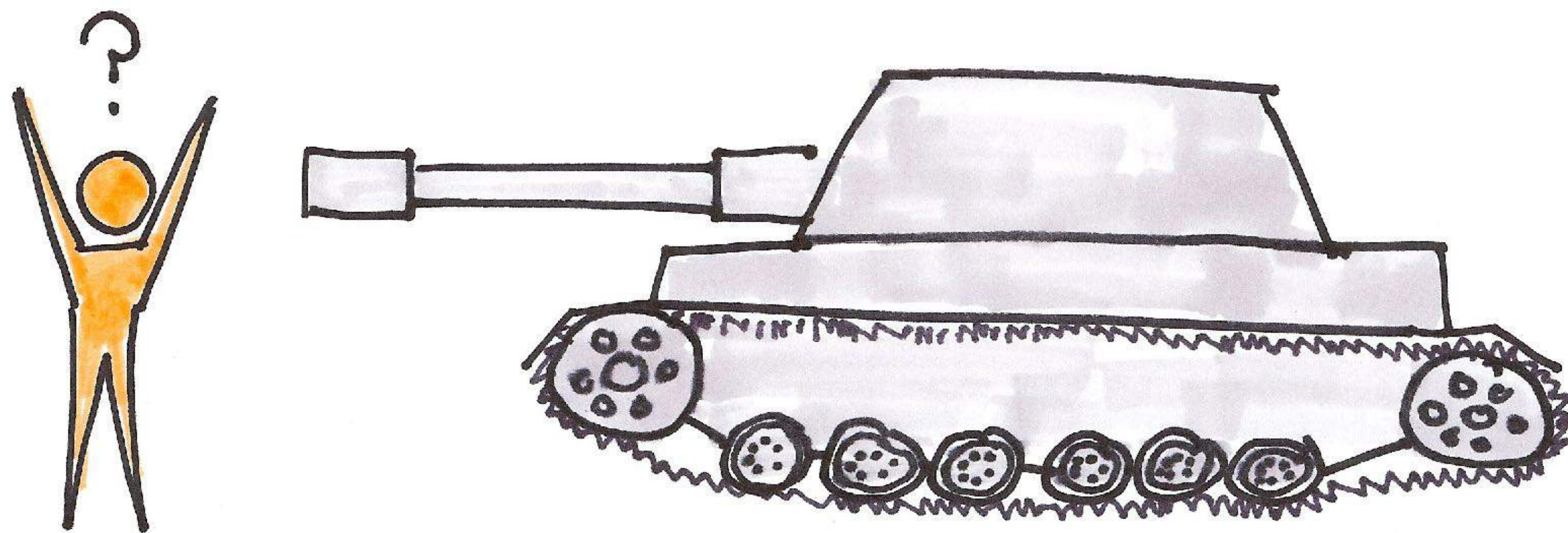


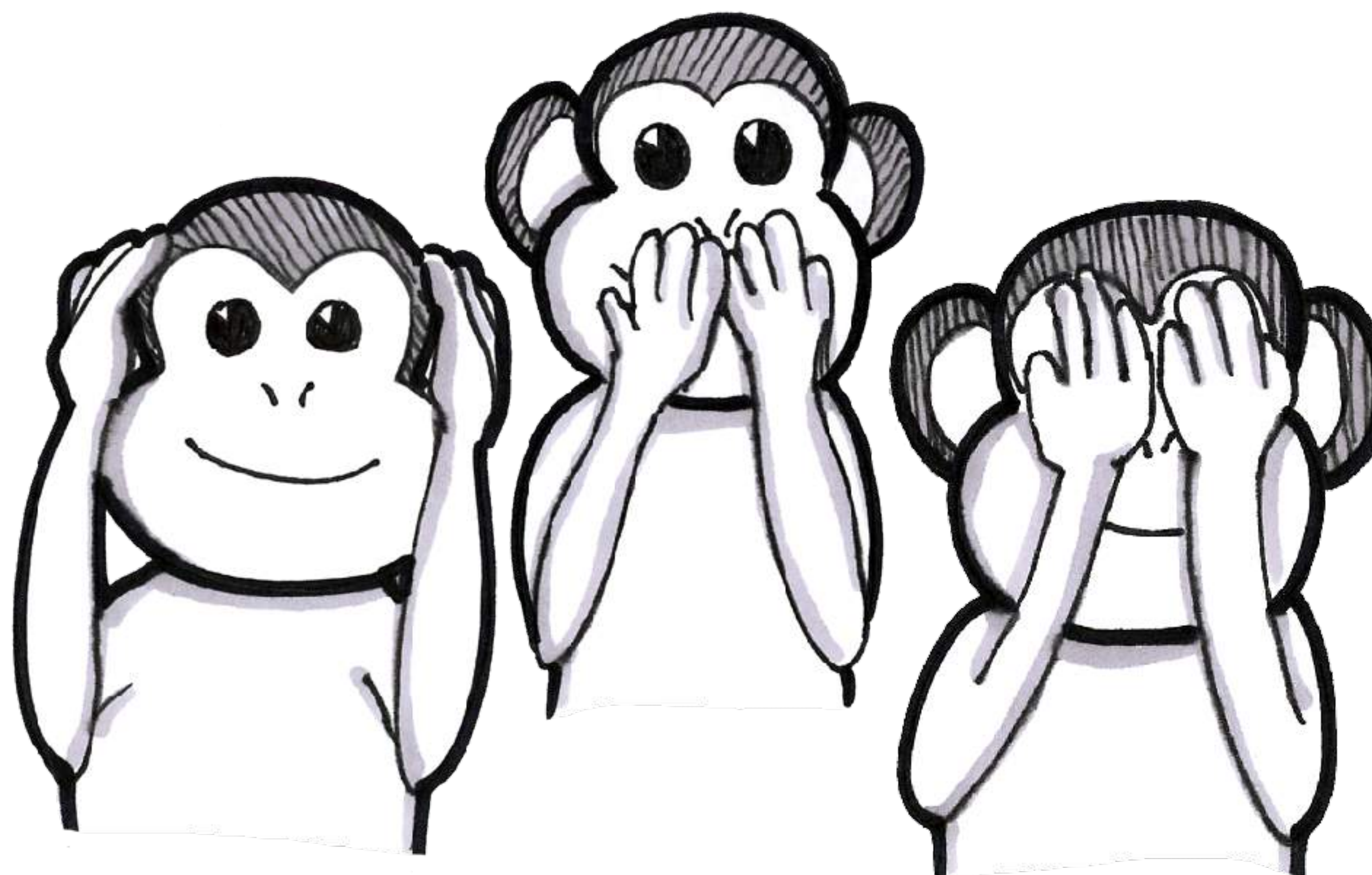


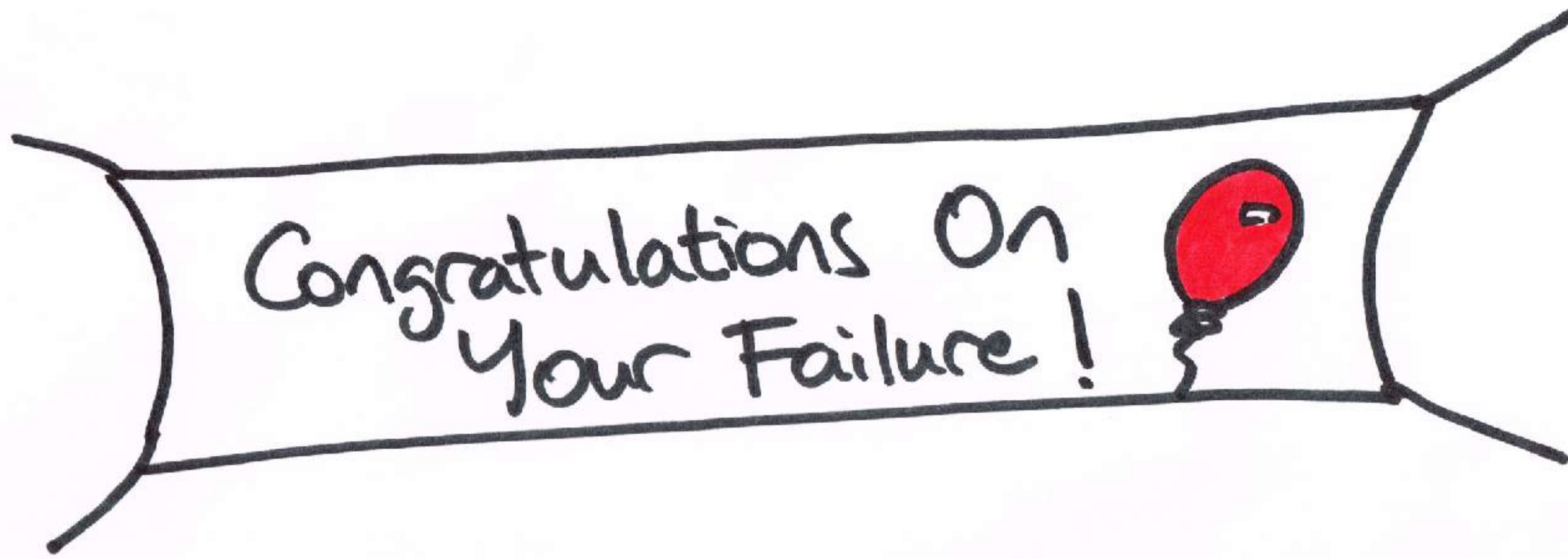




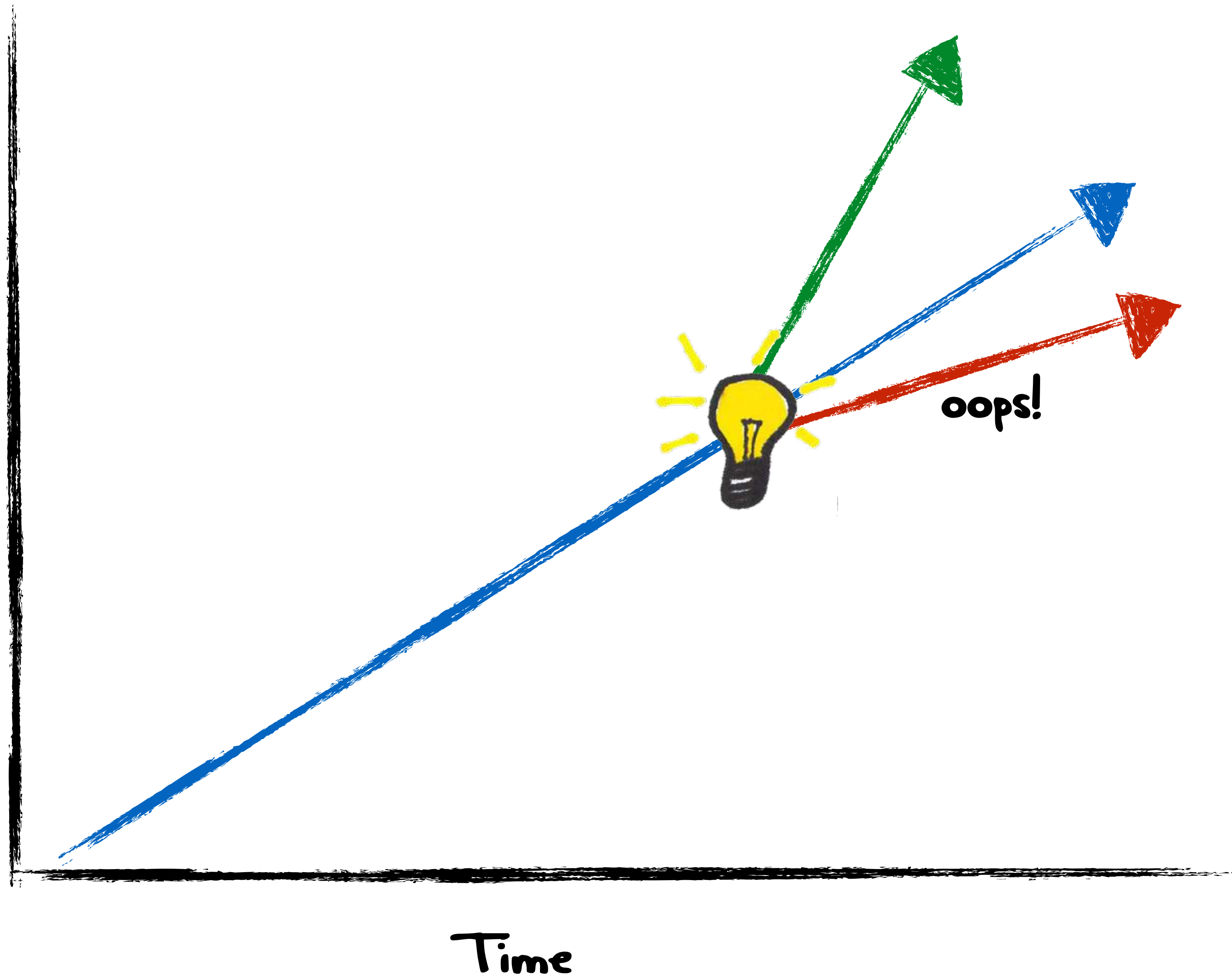


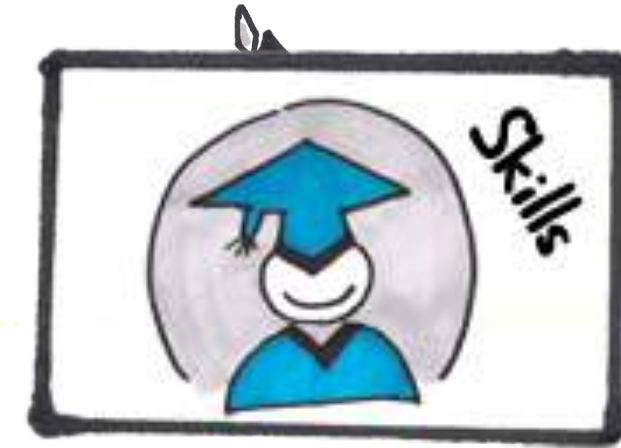


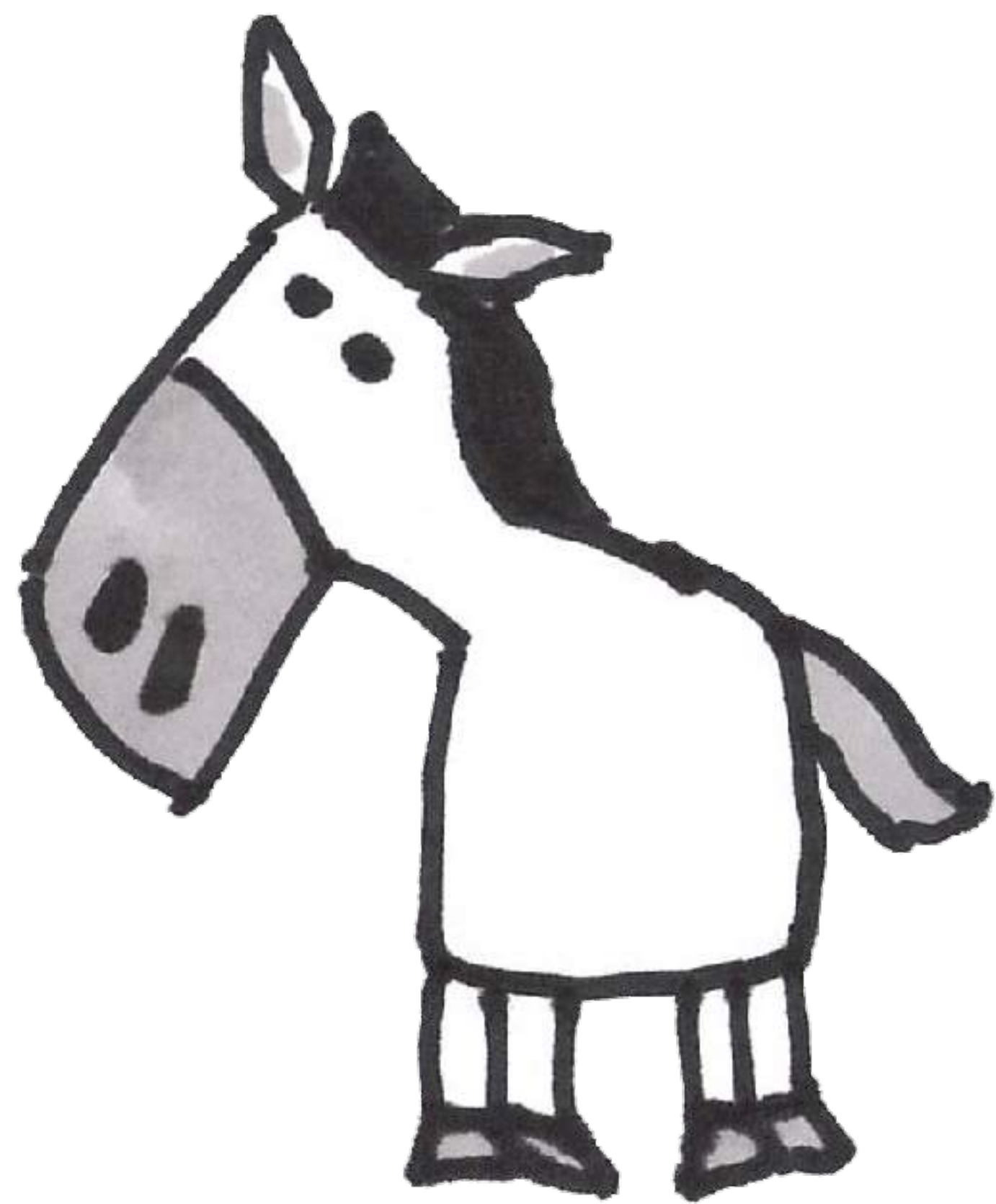


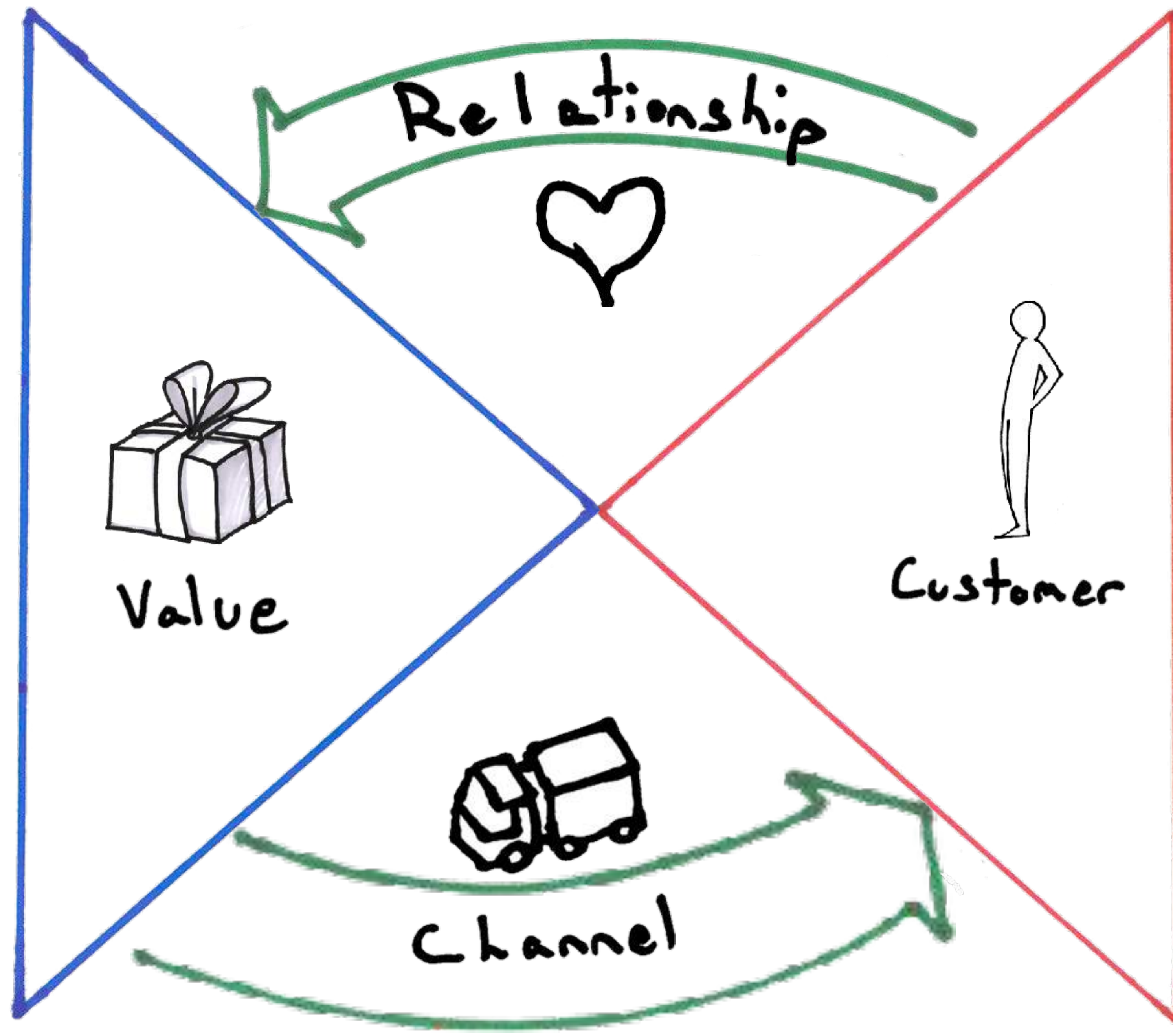


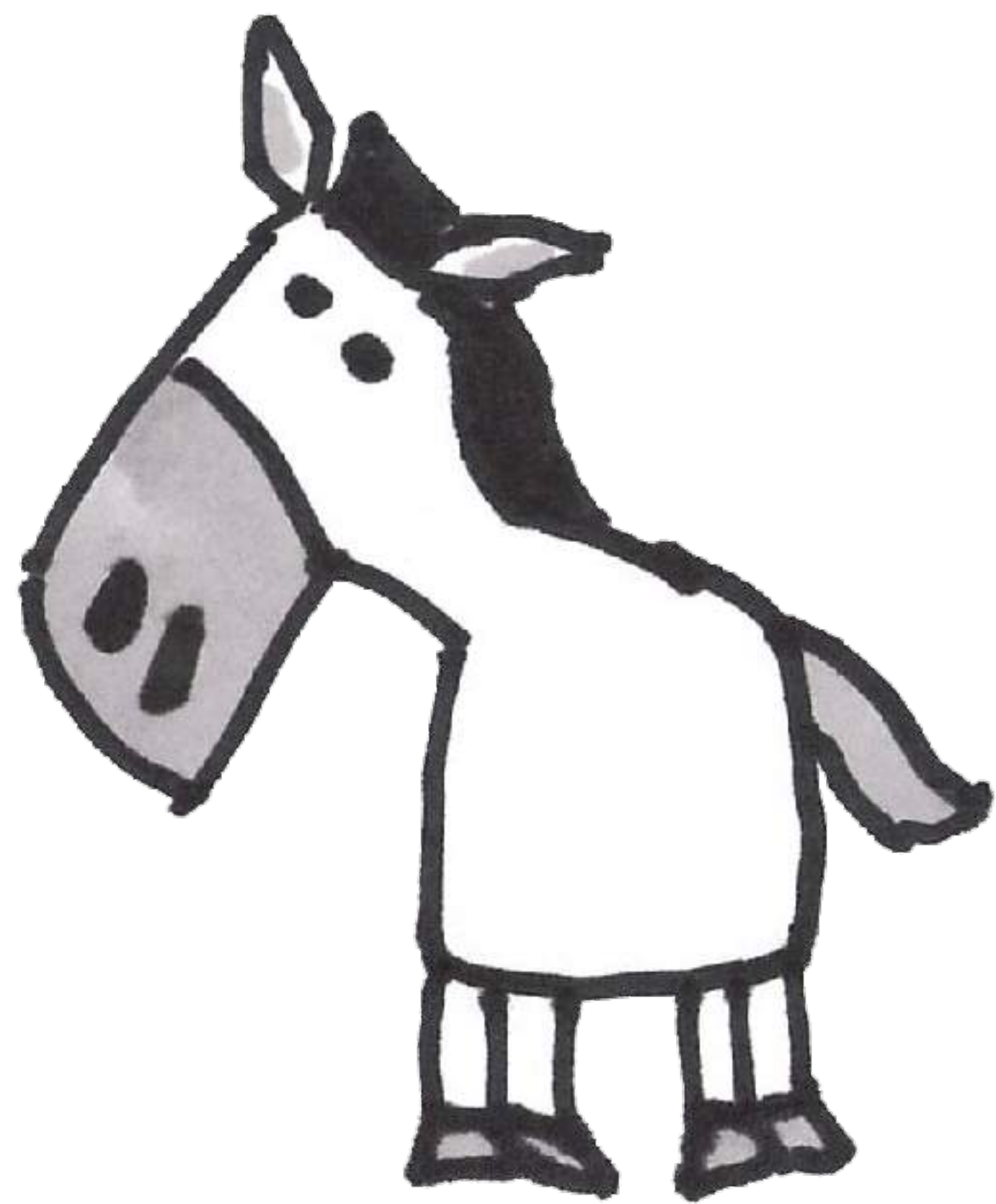
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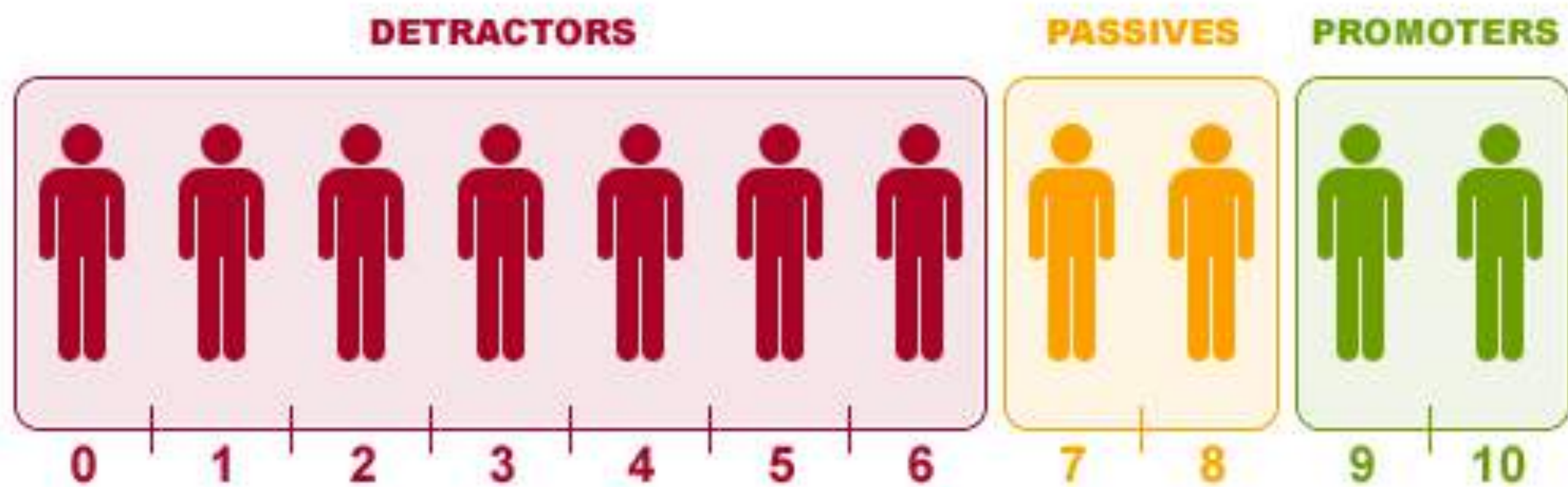












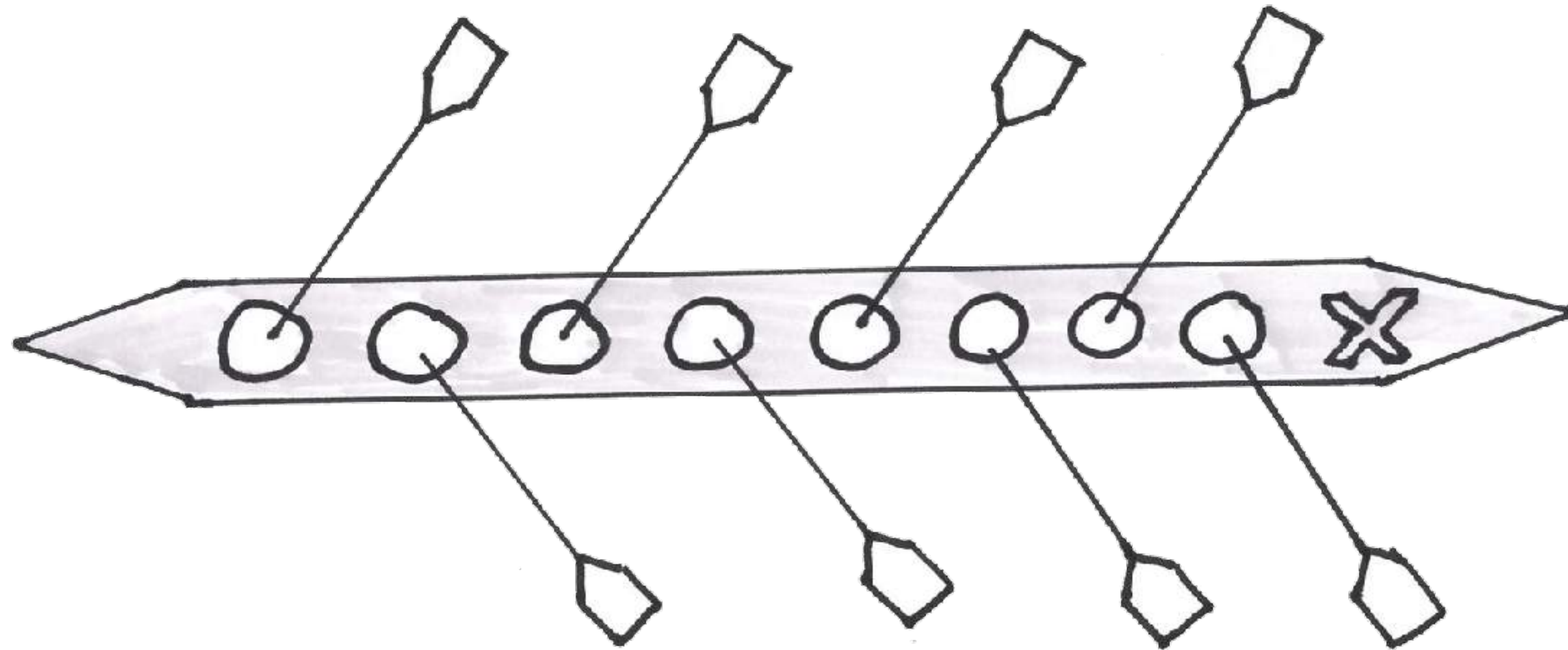
Net Promoter Score

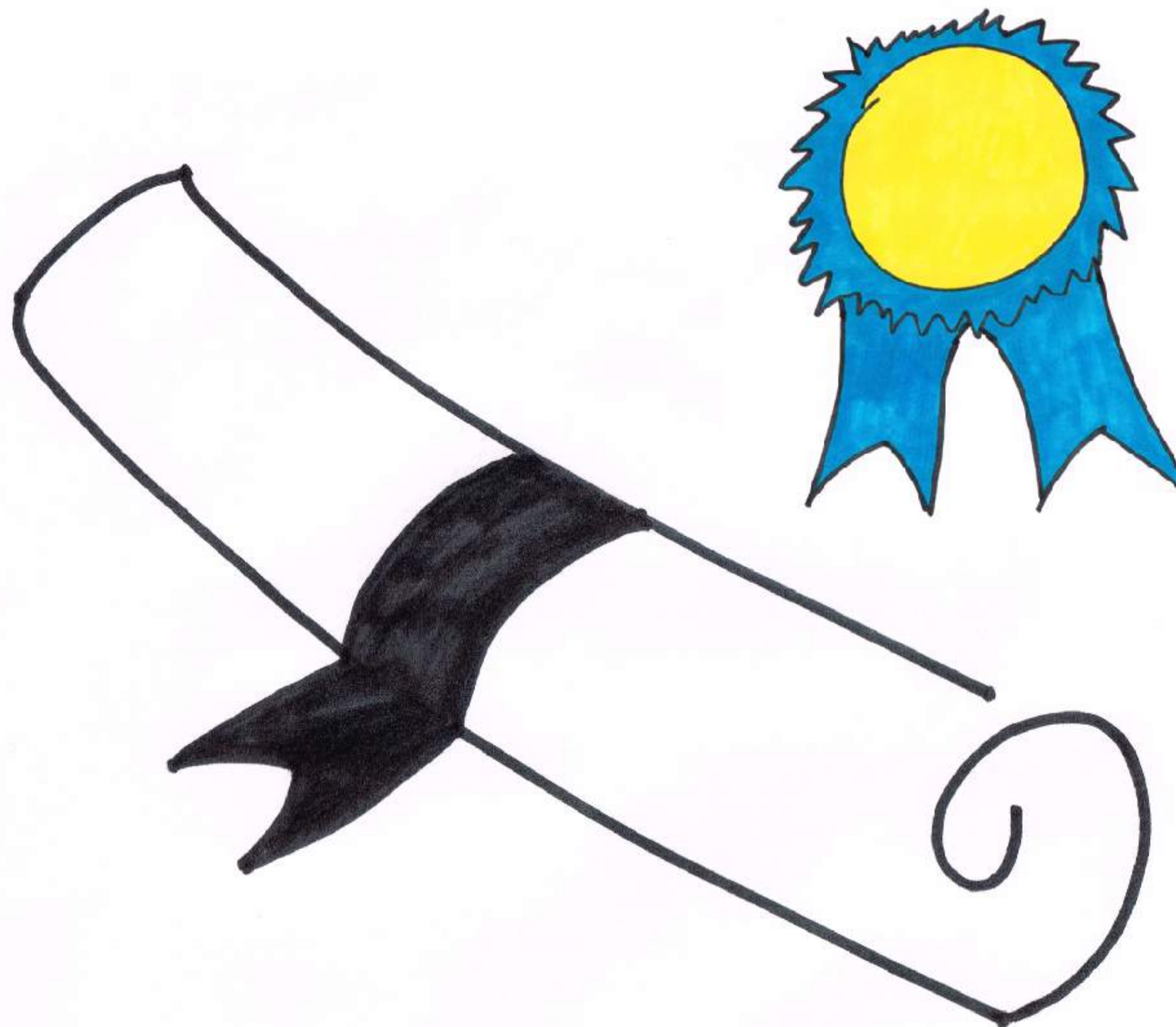
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% Promoters

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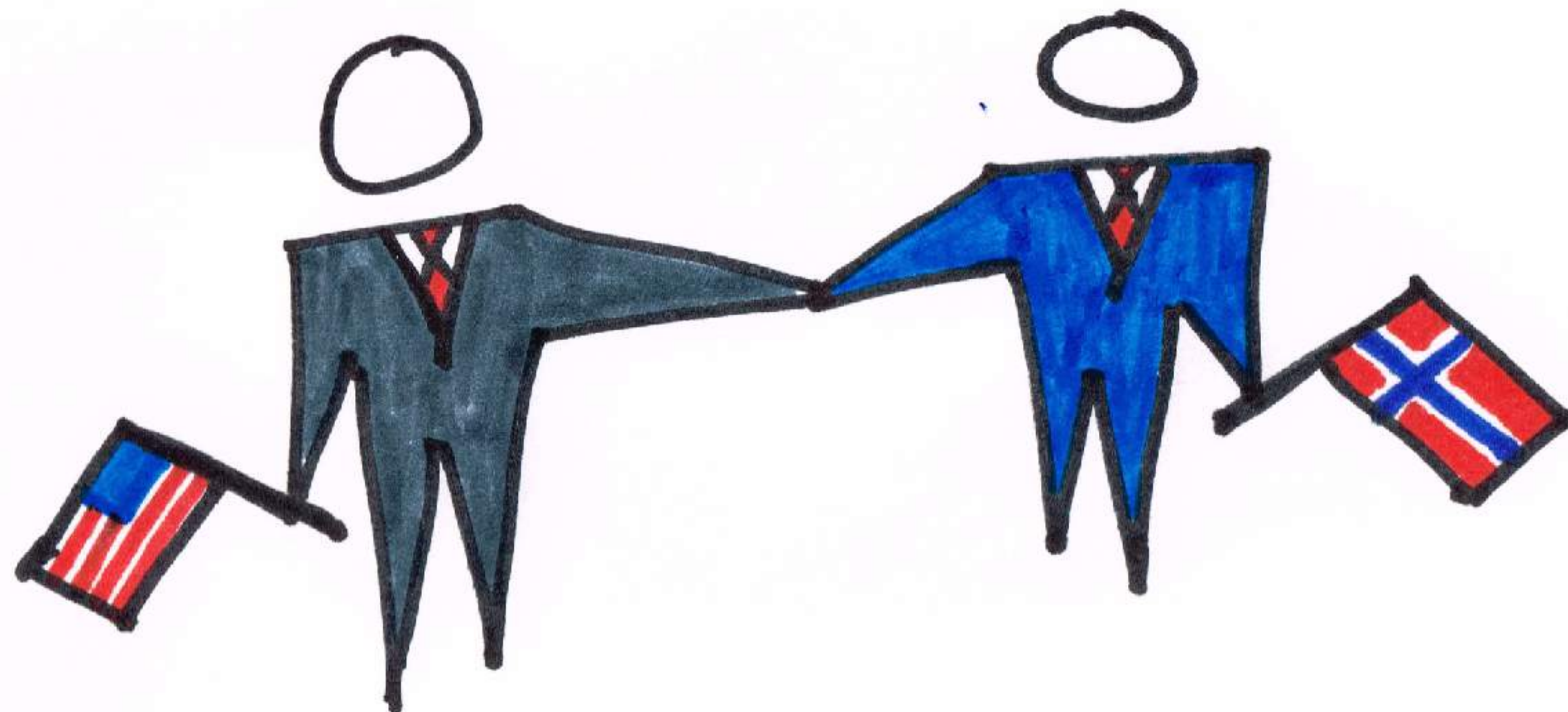
% Detractors

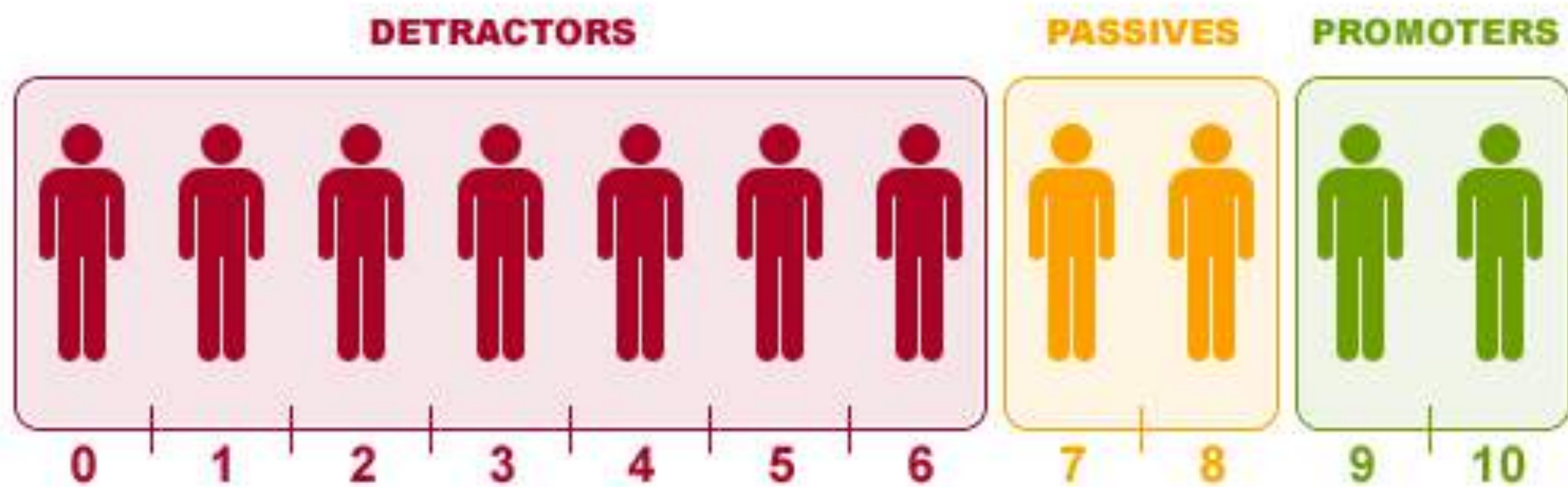












Net Promoter Score

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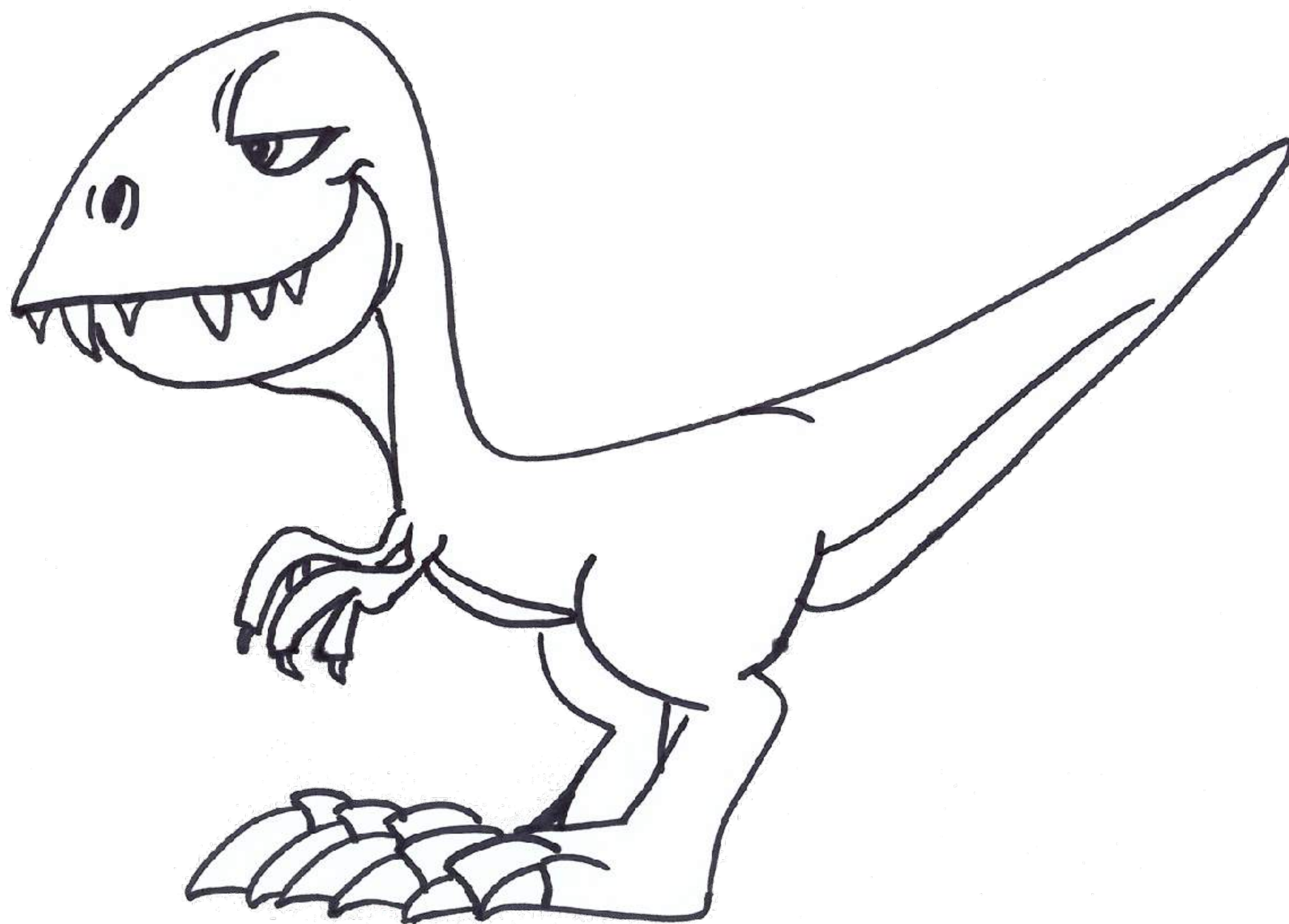
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% Detractors

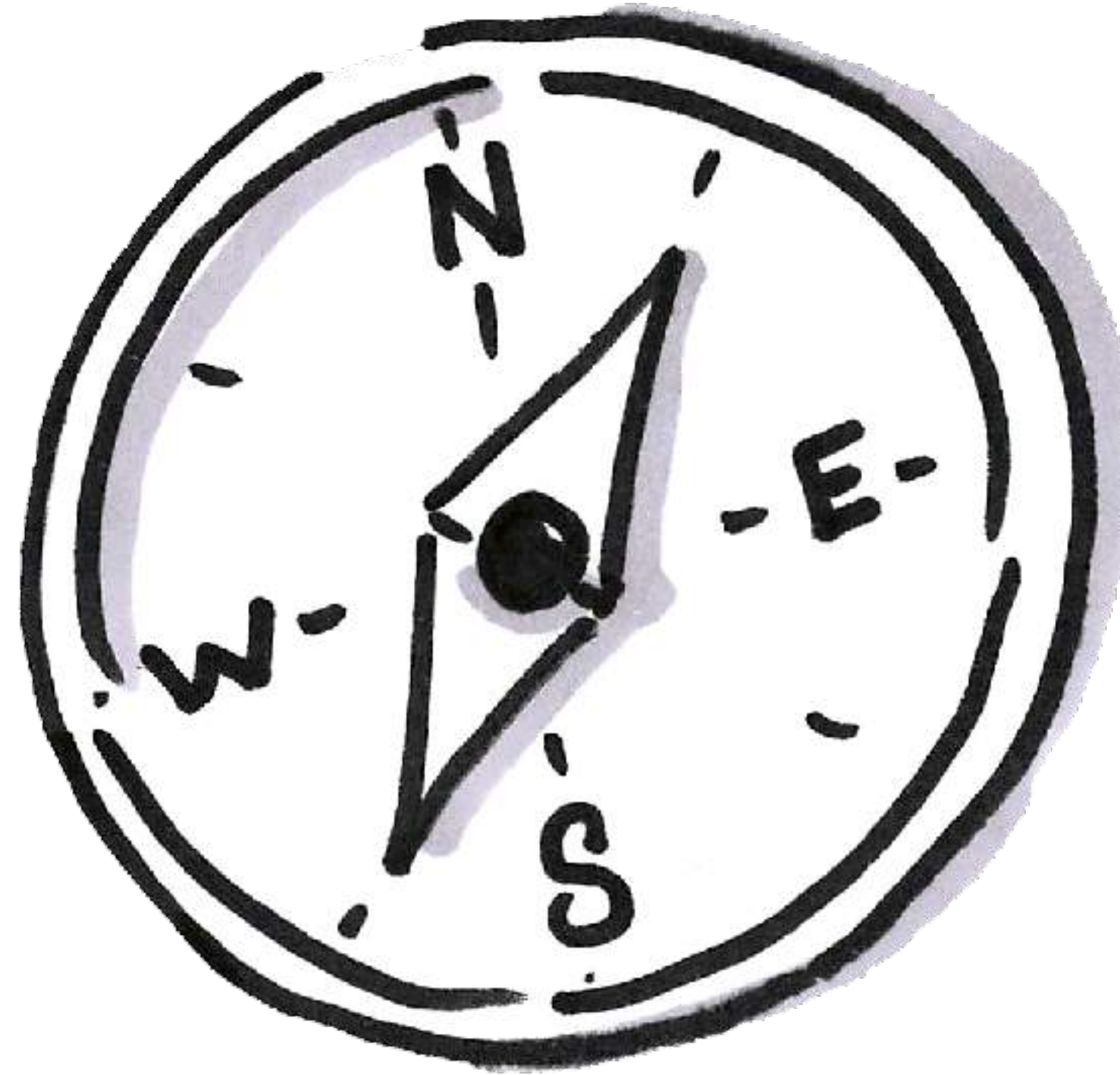


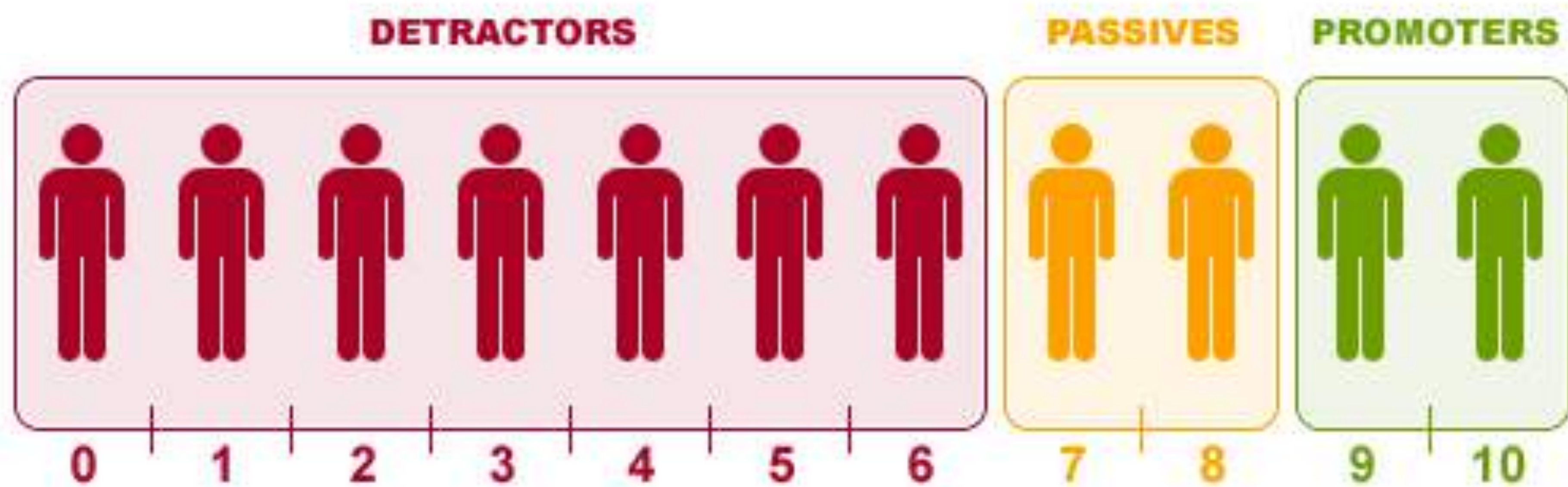












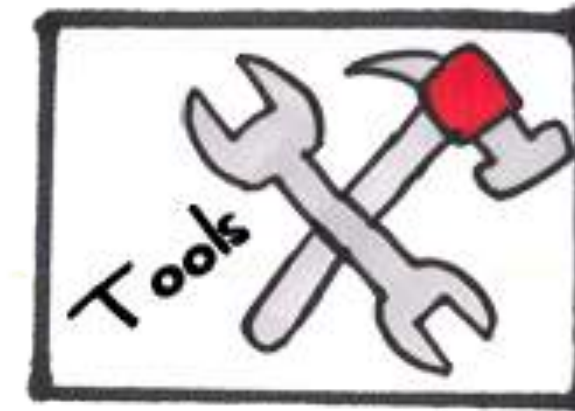
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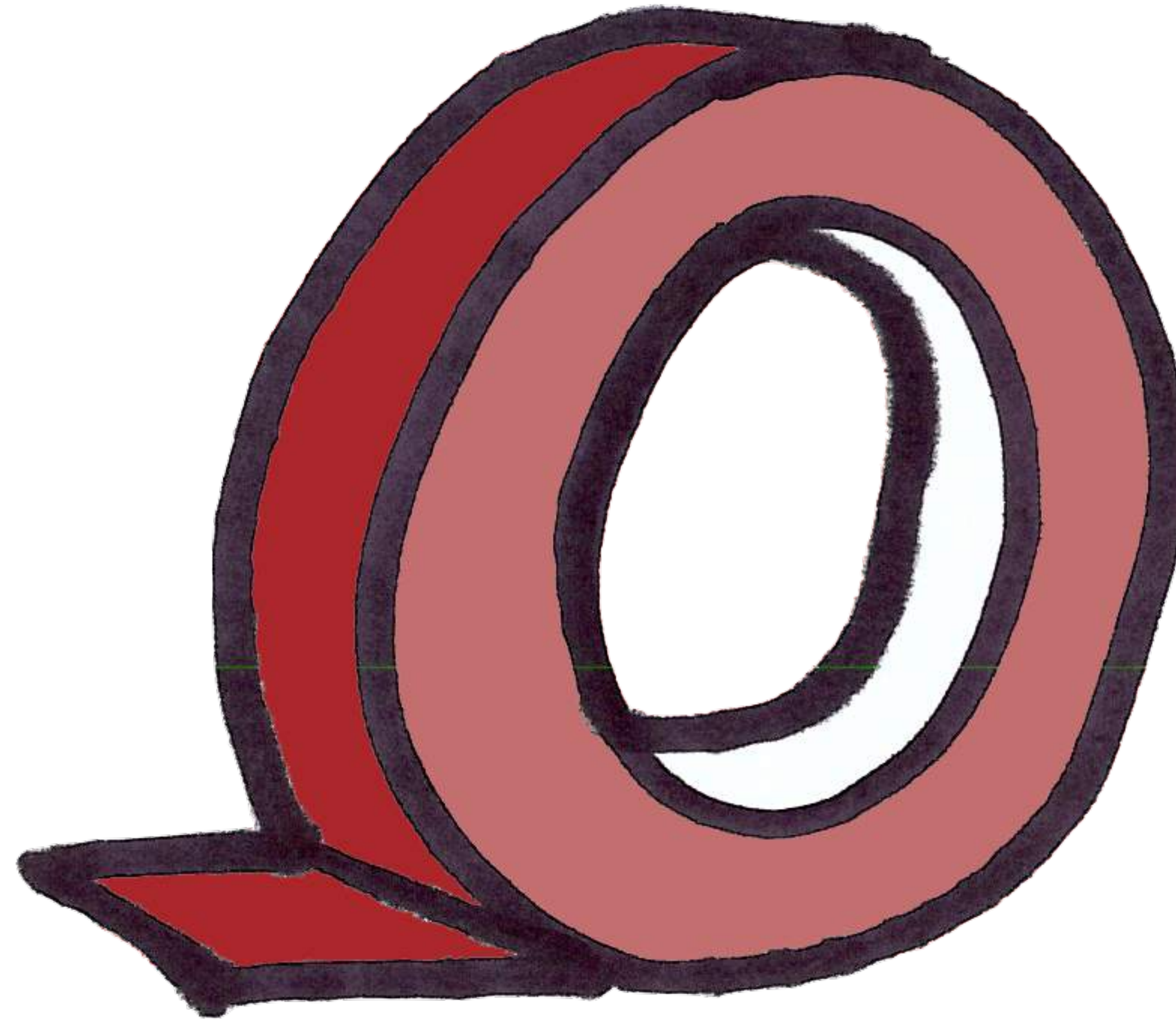
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% Promoters

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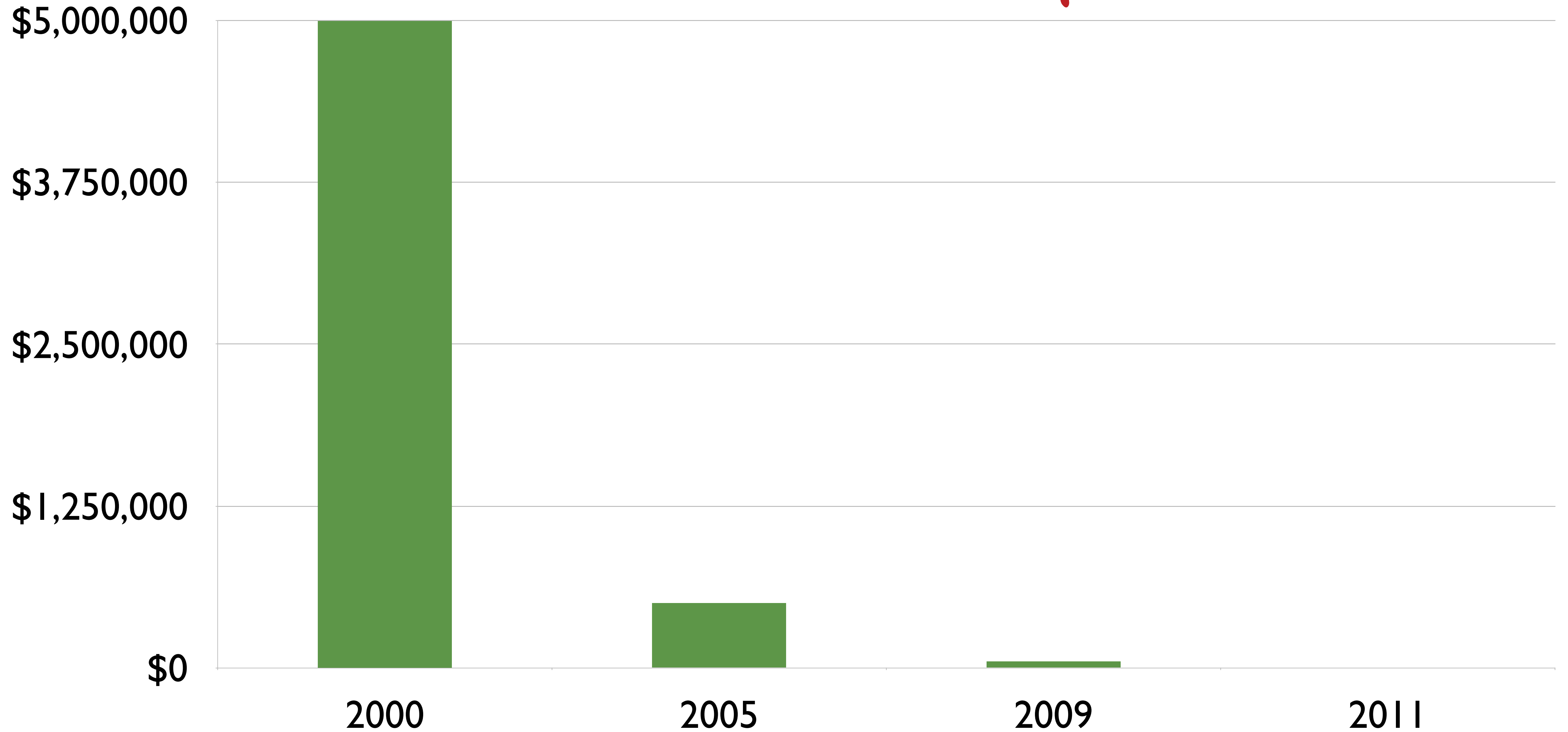
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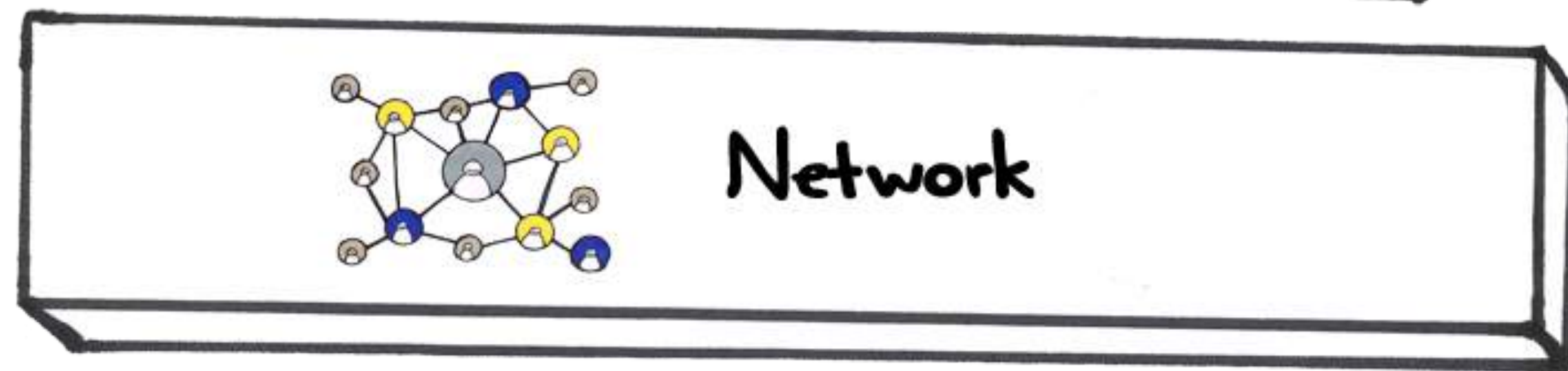
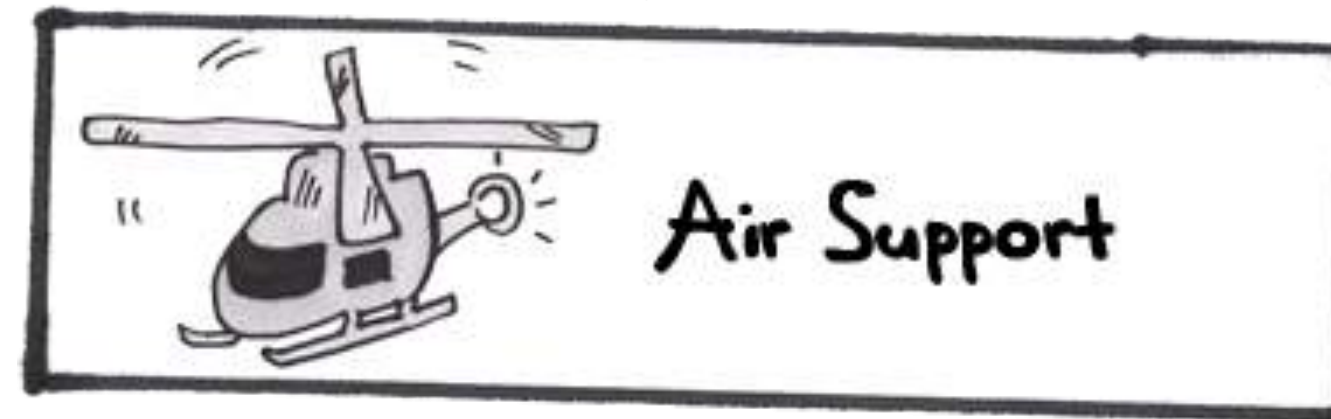
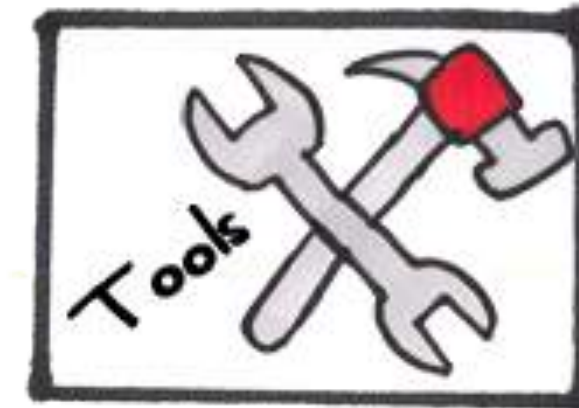


The Cost of a Startup

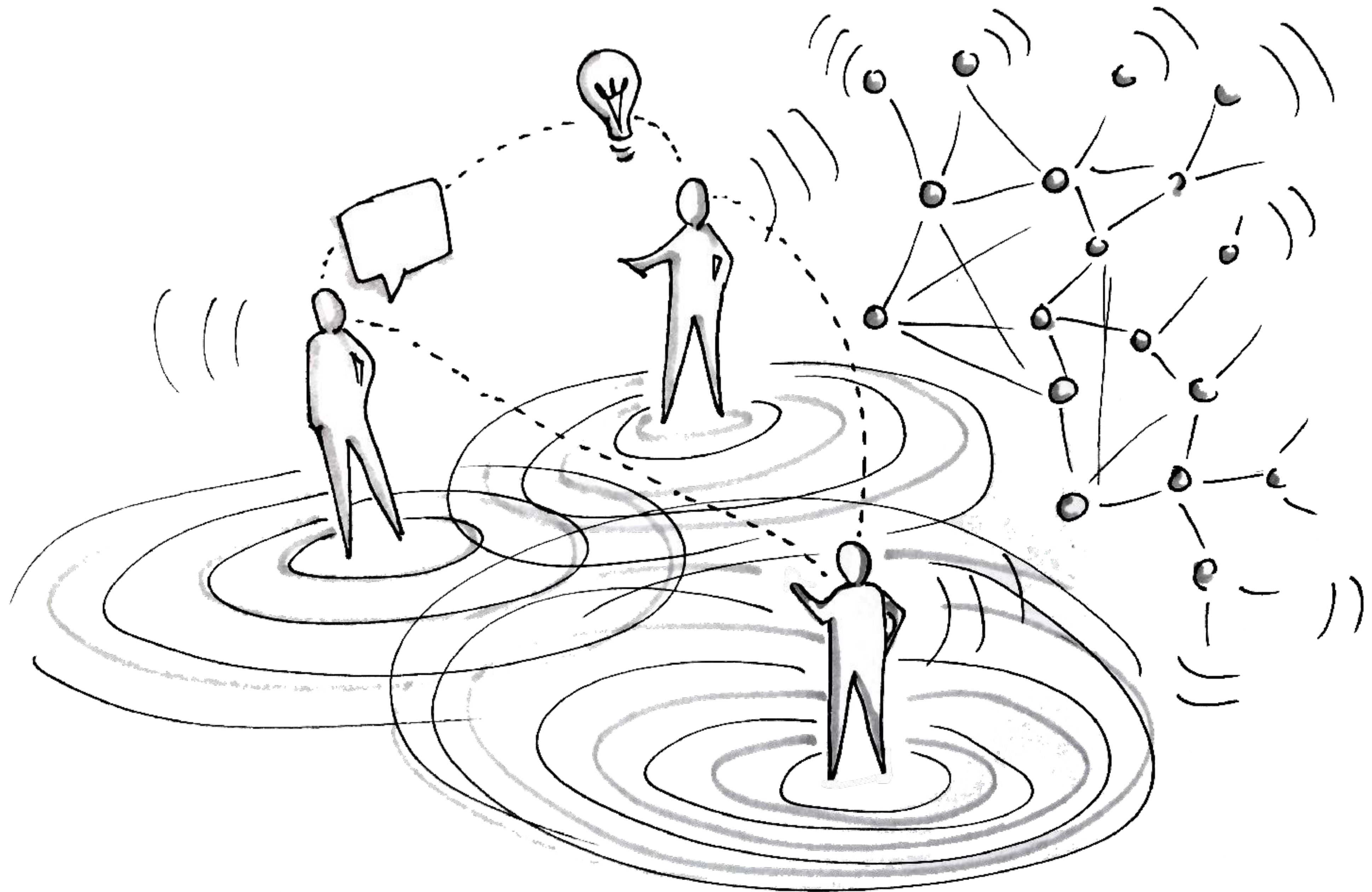


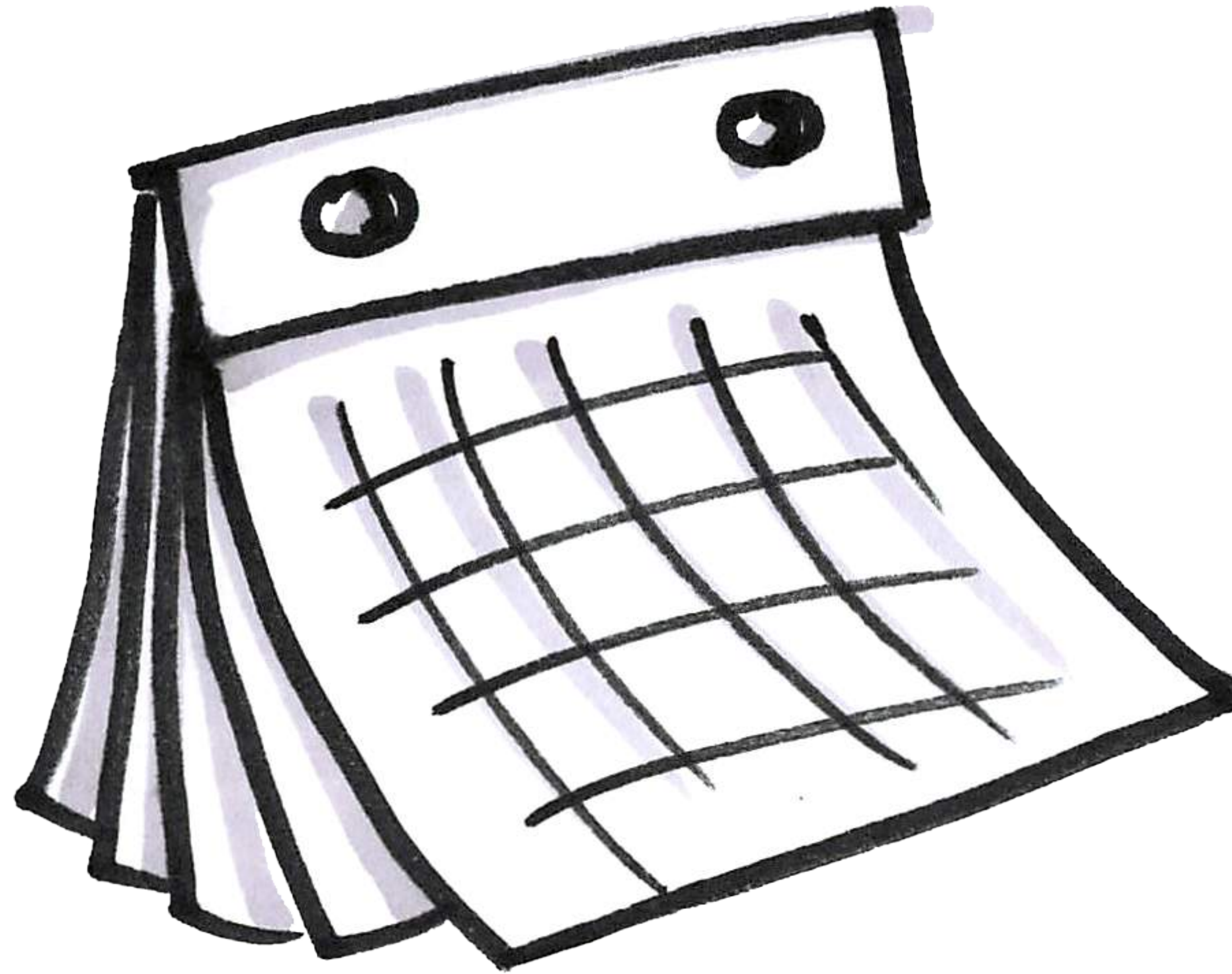




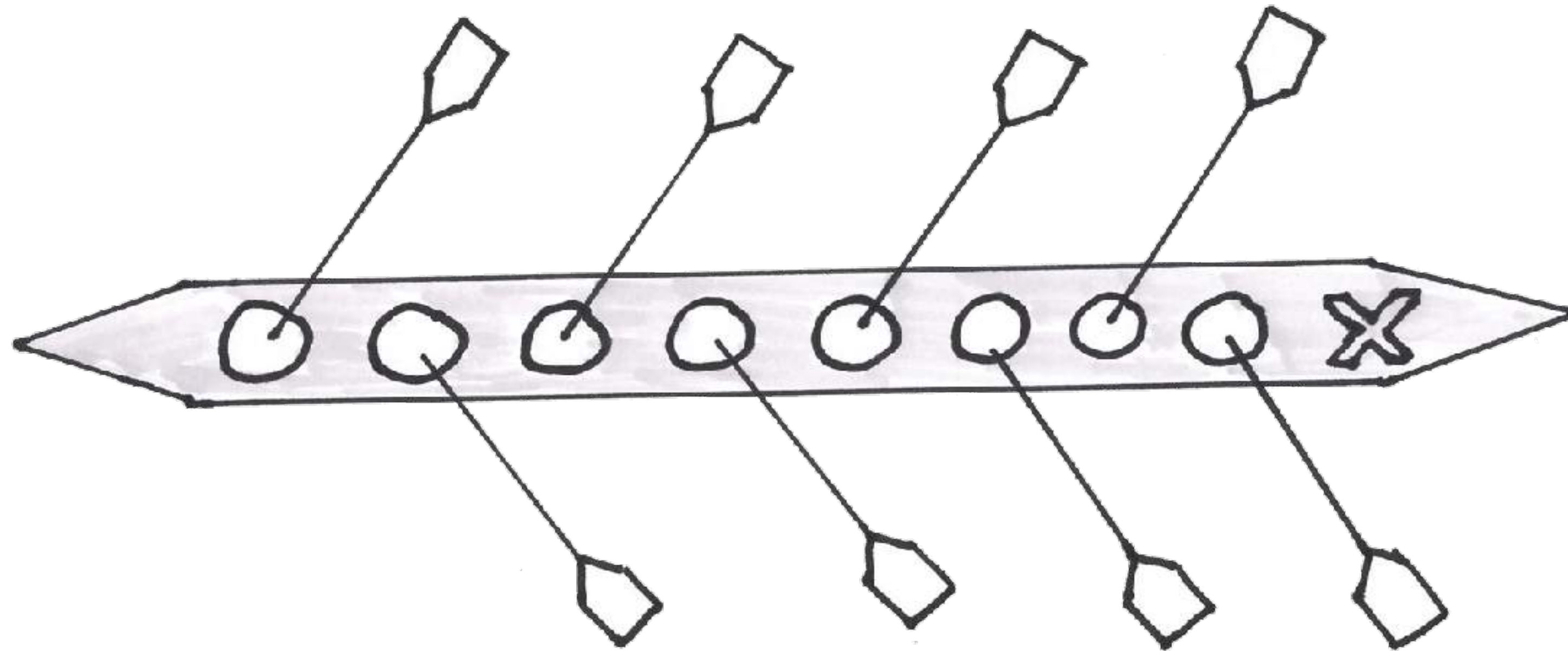


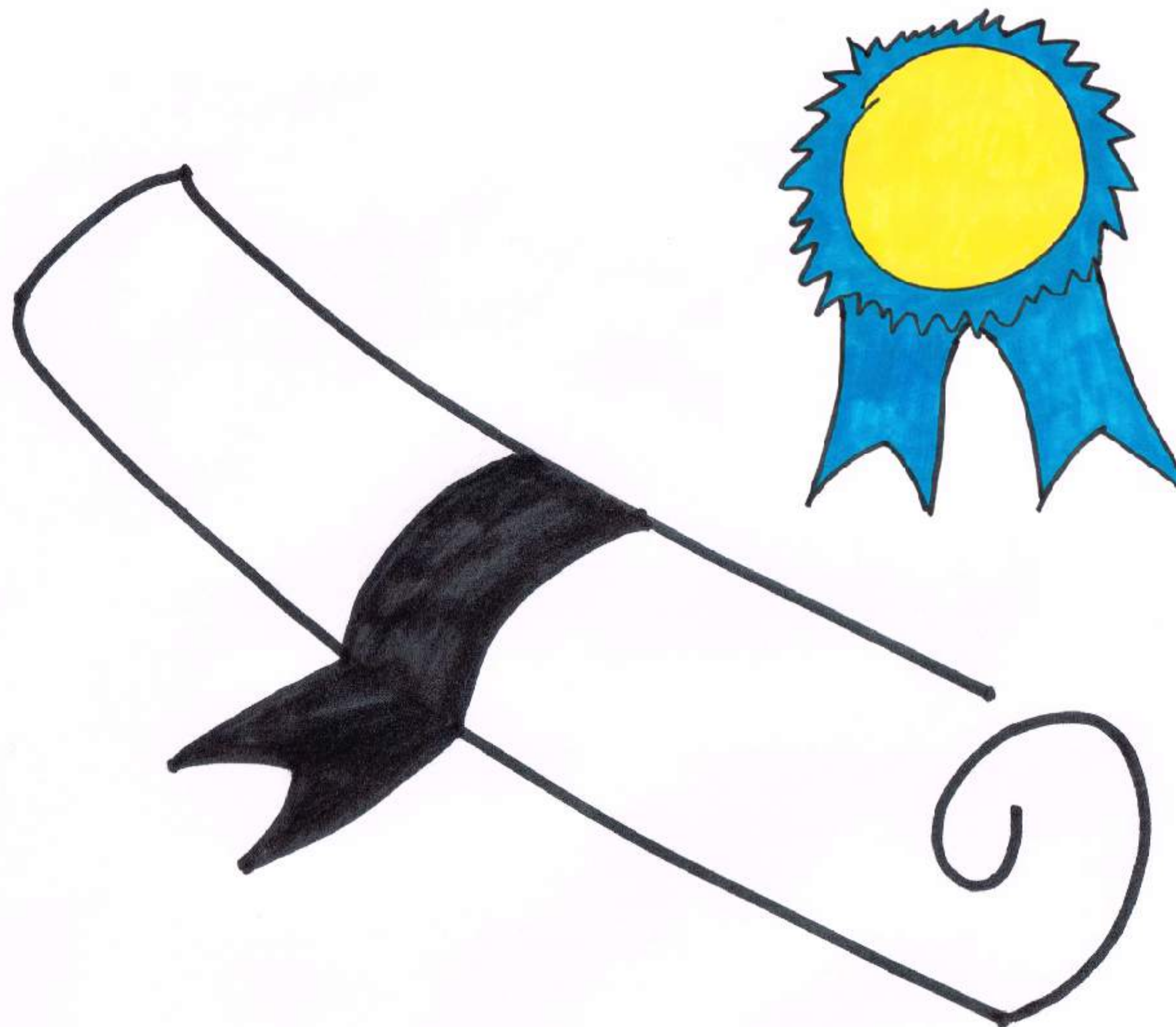














Perspective



Opportunities



Skills



Tools



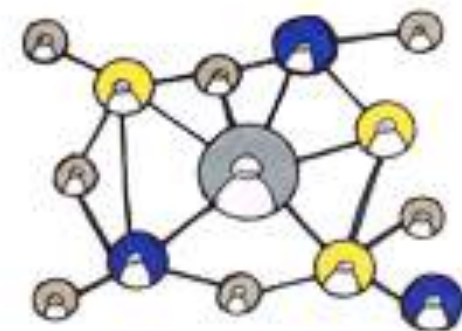
Diplomats



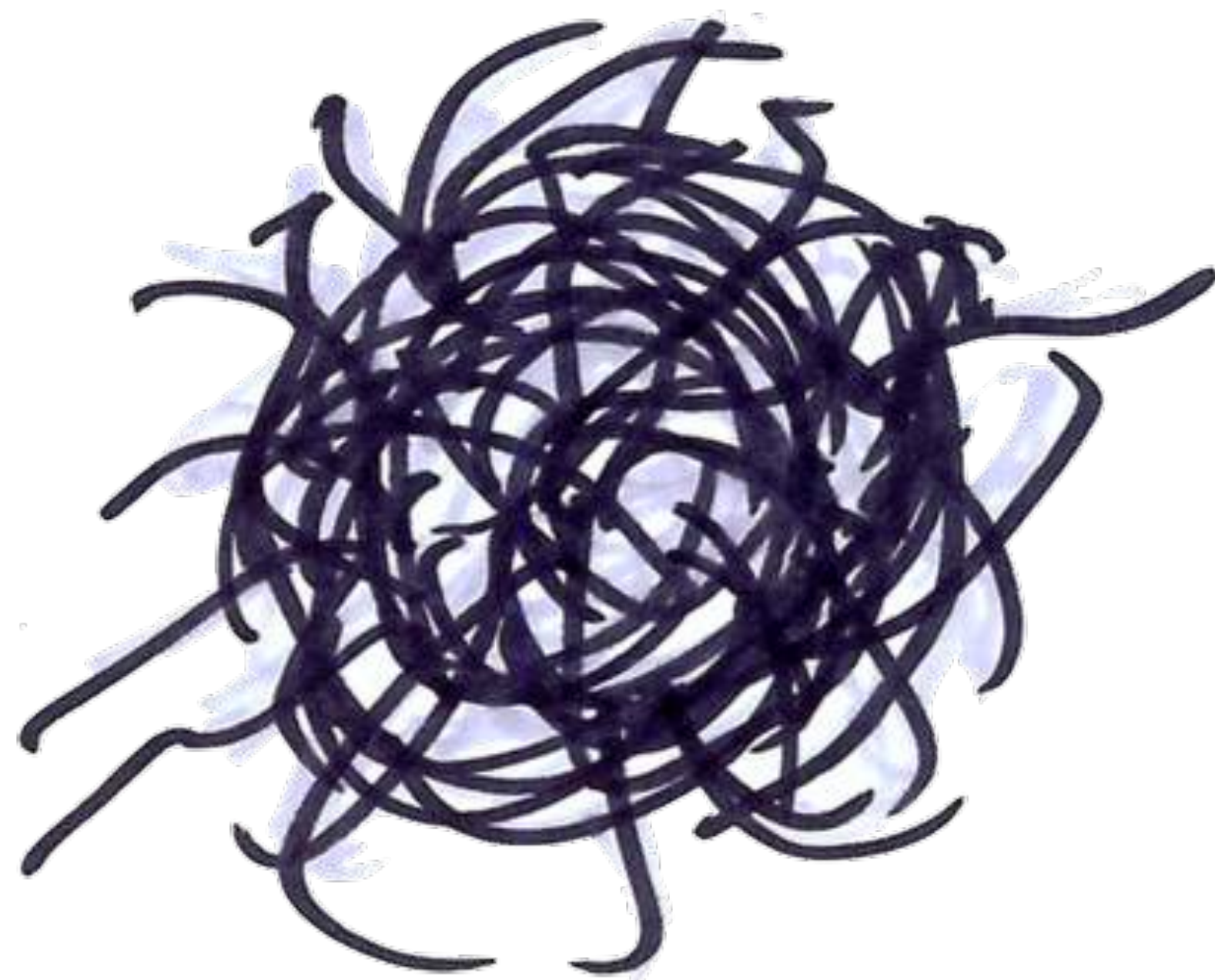
Sandbox

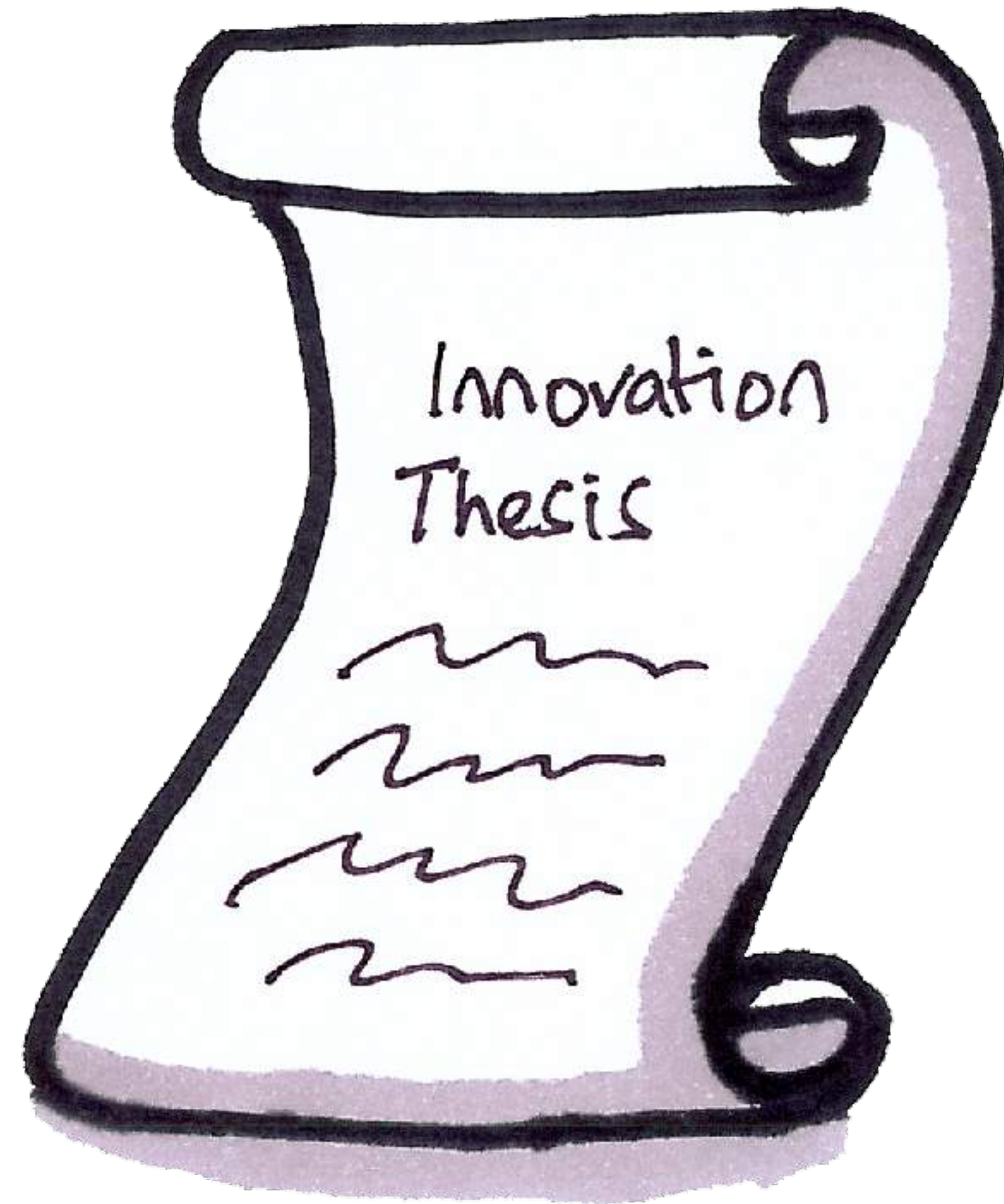


Air Support



Network







Activity Metrics

number of products by type of innovation
(core, adjacent, transformational)

number of products per innovation stage

% of products aligned to innovation thesis

number of patent filings

startup partnerships

academic collaborations

number of products built using lean

Number of employees trained

Number of investment boards

Number of innovation coaches

Number of innovation events



Impact Metrics

innovation contribution

cost savings

innovation conversion

new product market share

new segment market share

increased shelf space

increased share of wallet

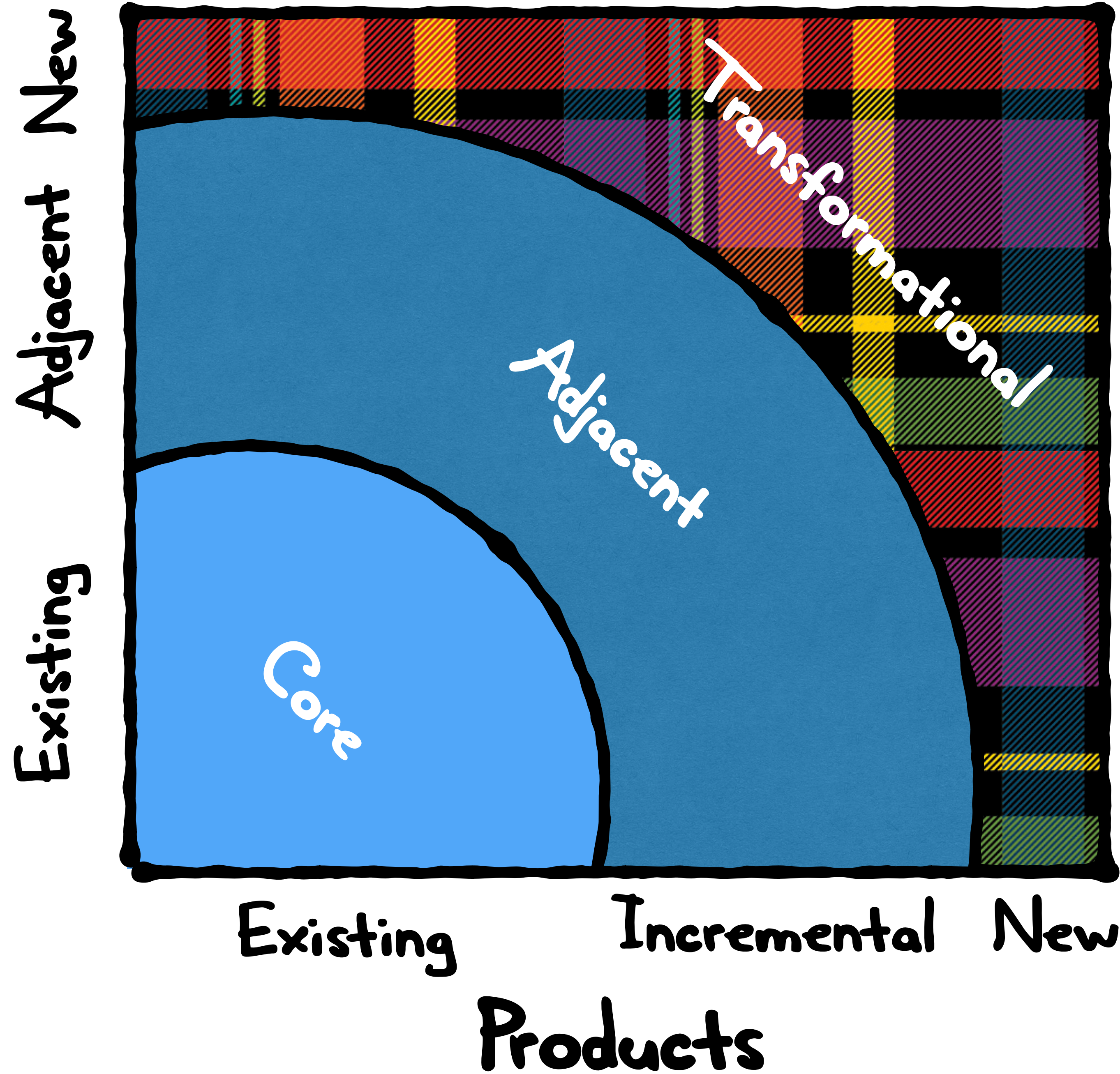
increased distribution footprint

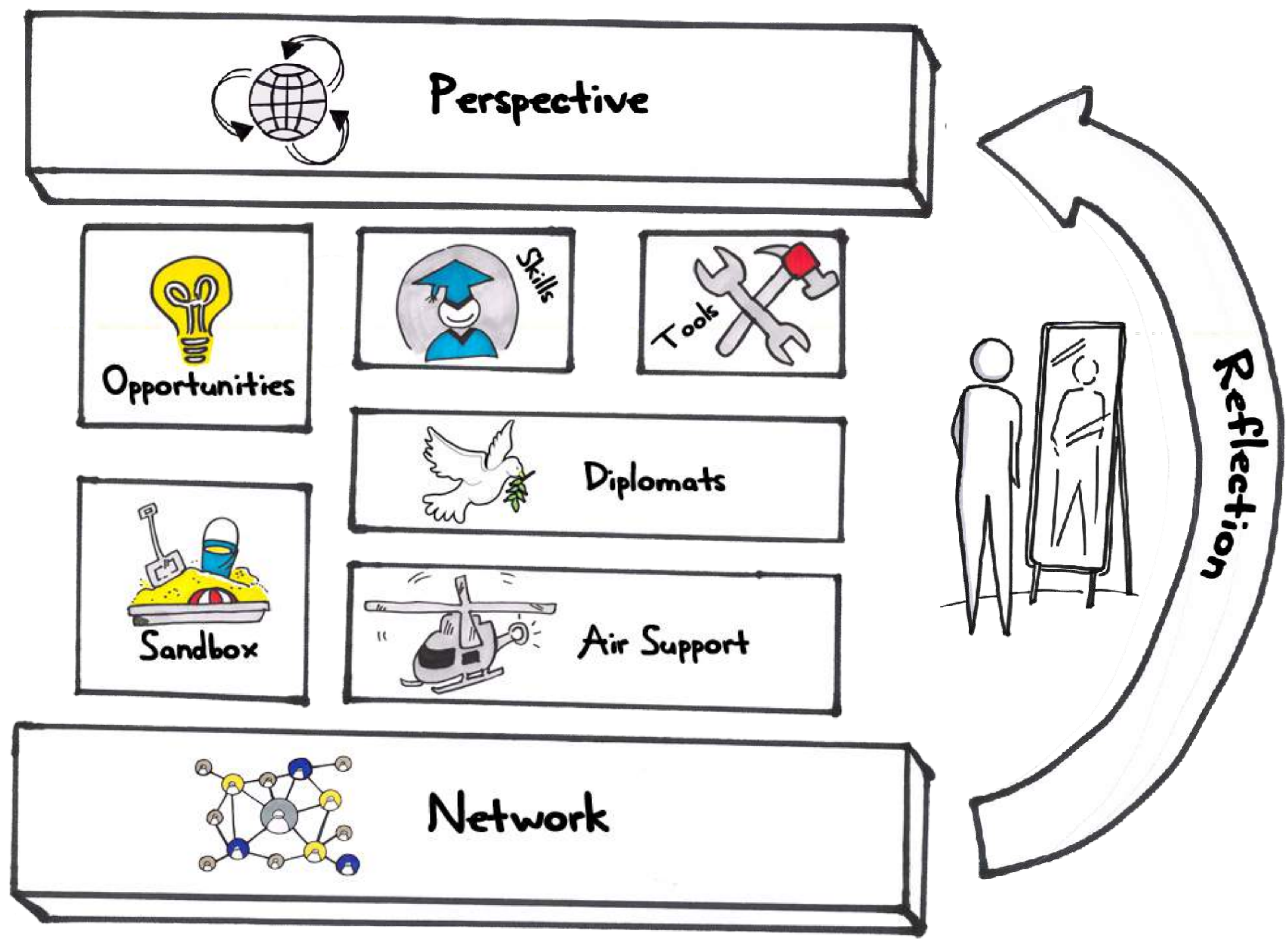
number of patents granted

new business models taken to scale

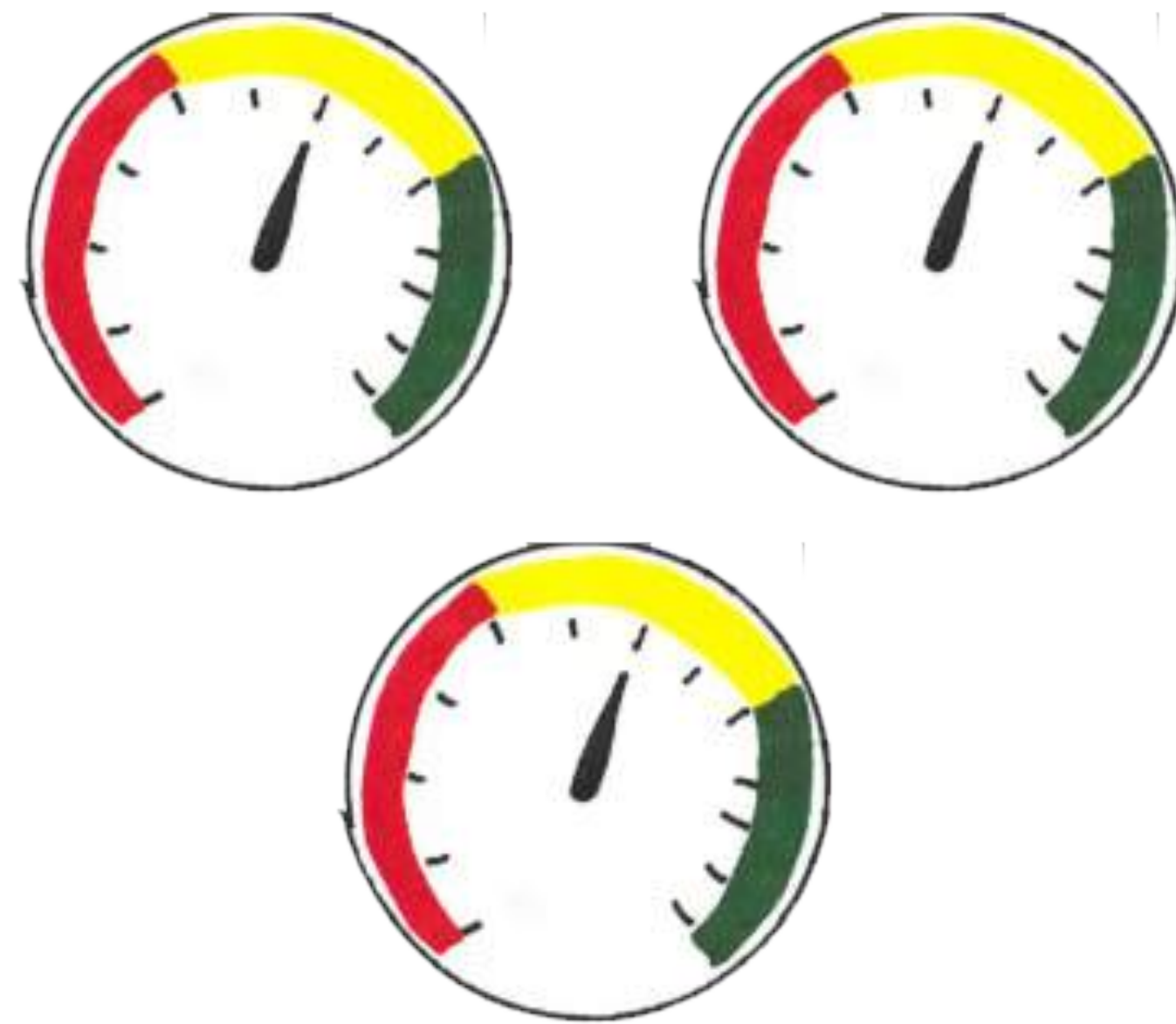
customer satisfaction
(net promoter score, usability testing)

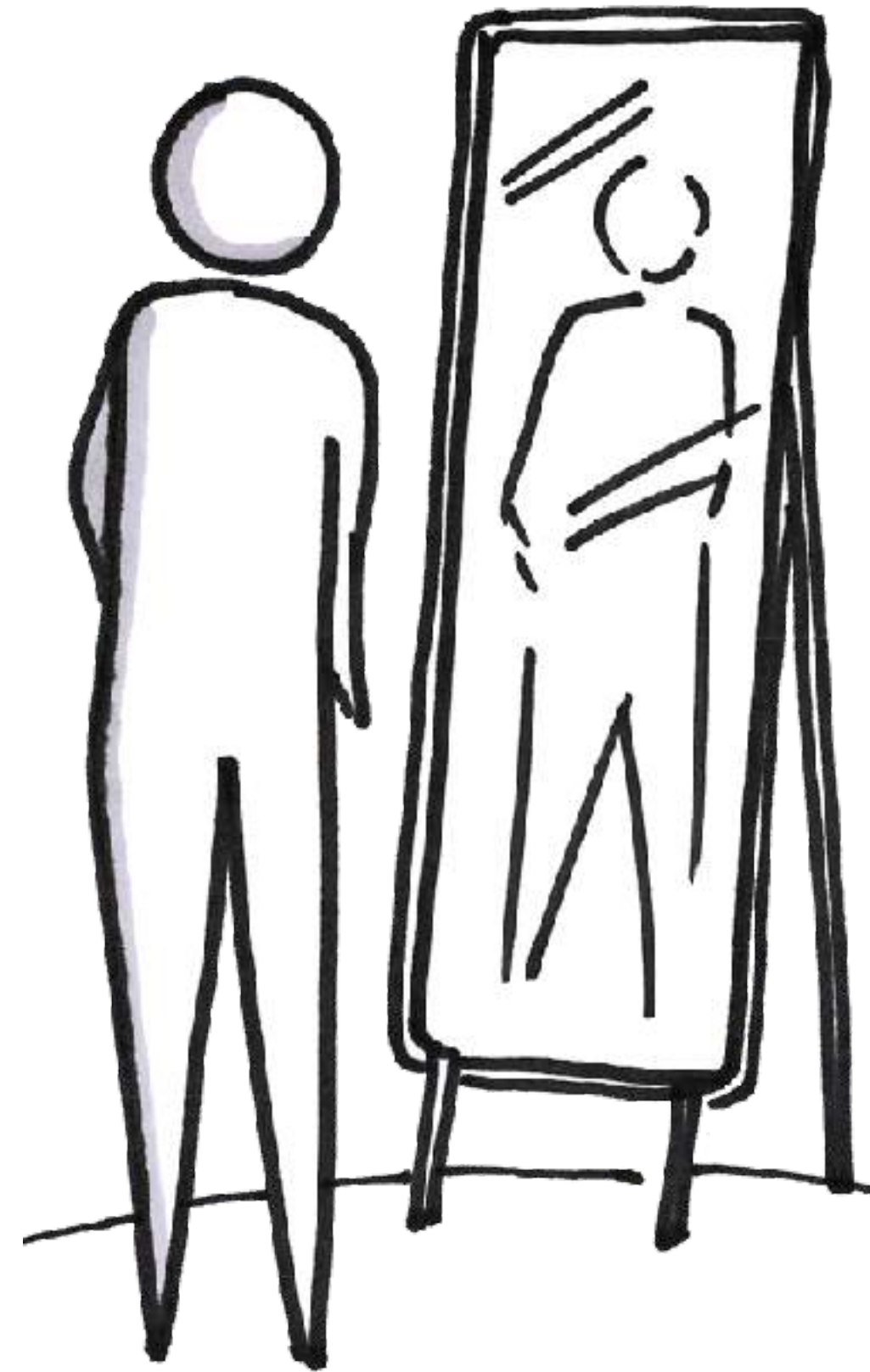
Markets







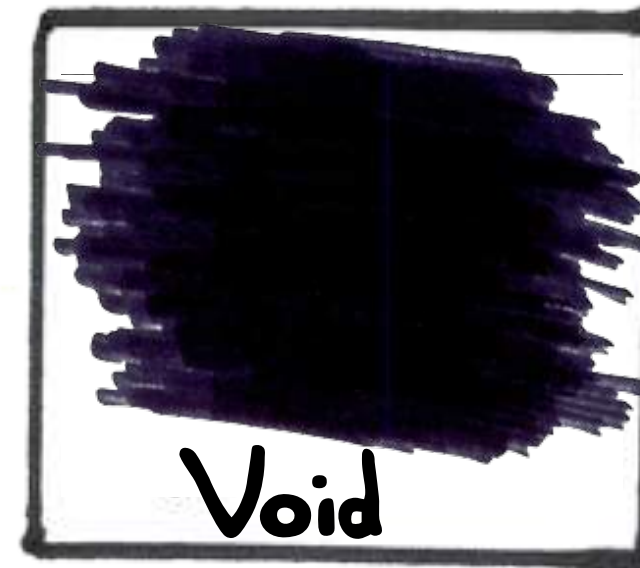




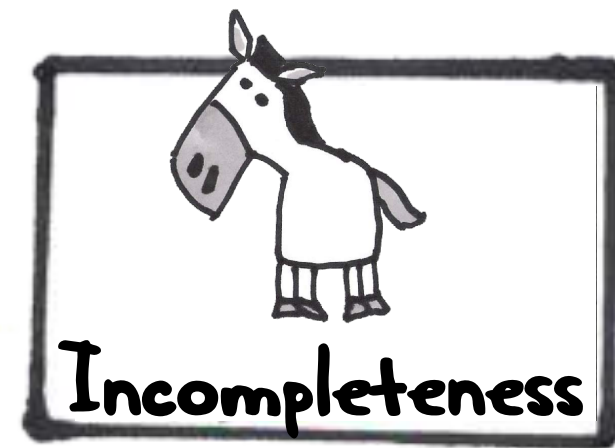




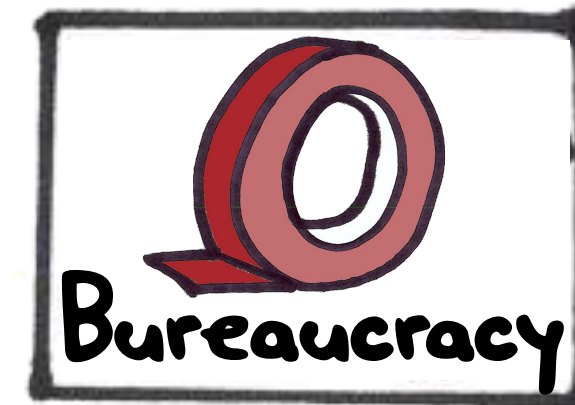
Naval Gazing



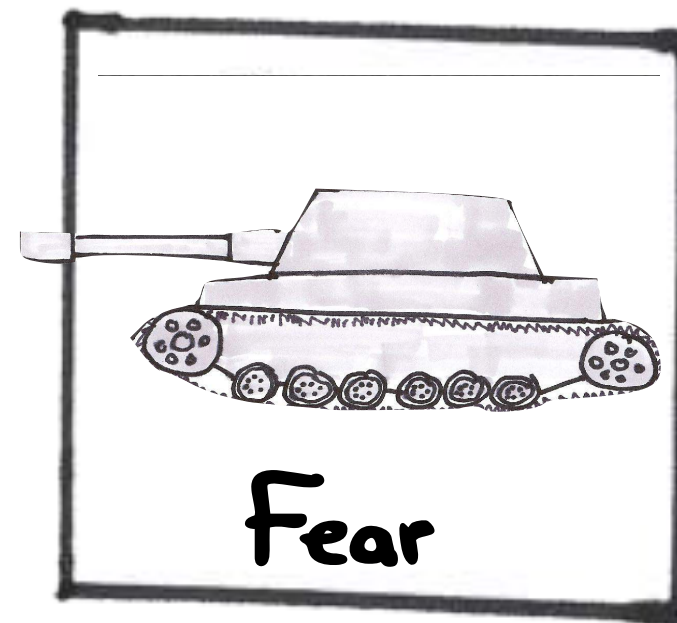
Void



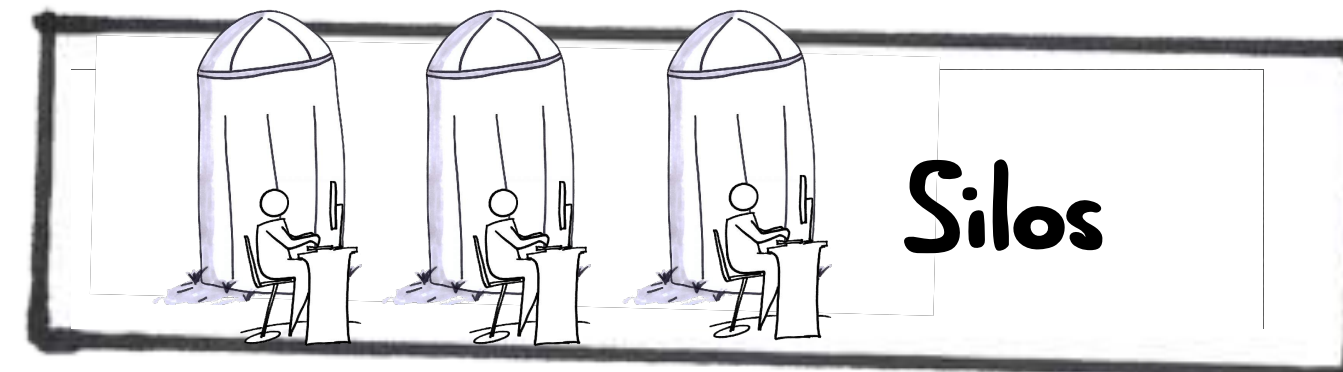
Incompleteness



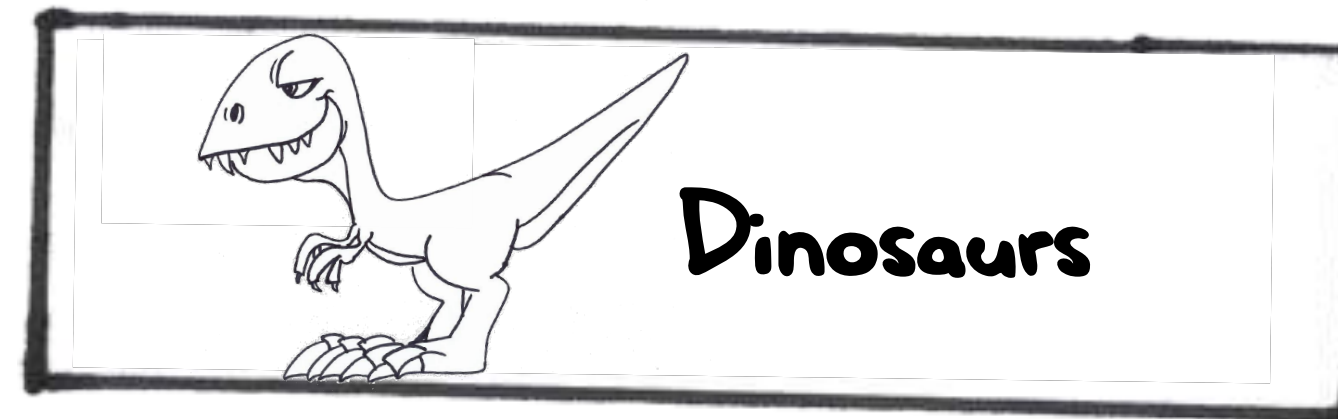
Bureaucracy



Fear

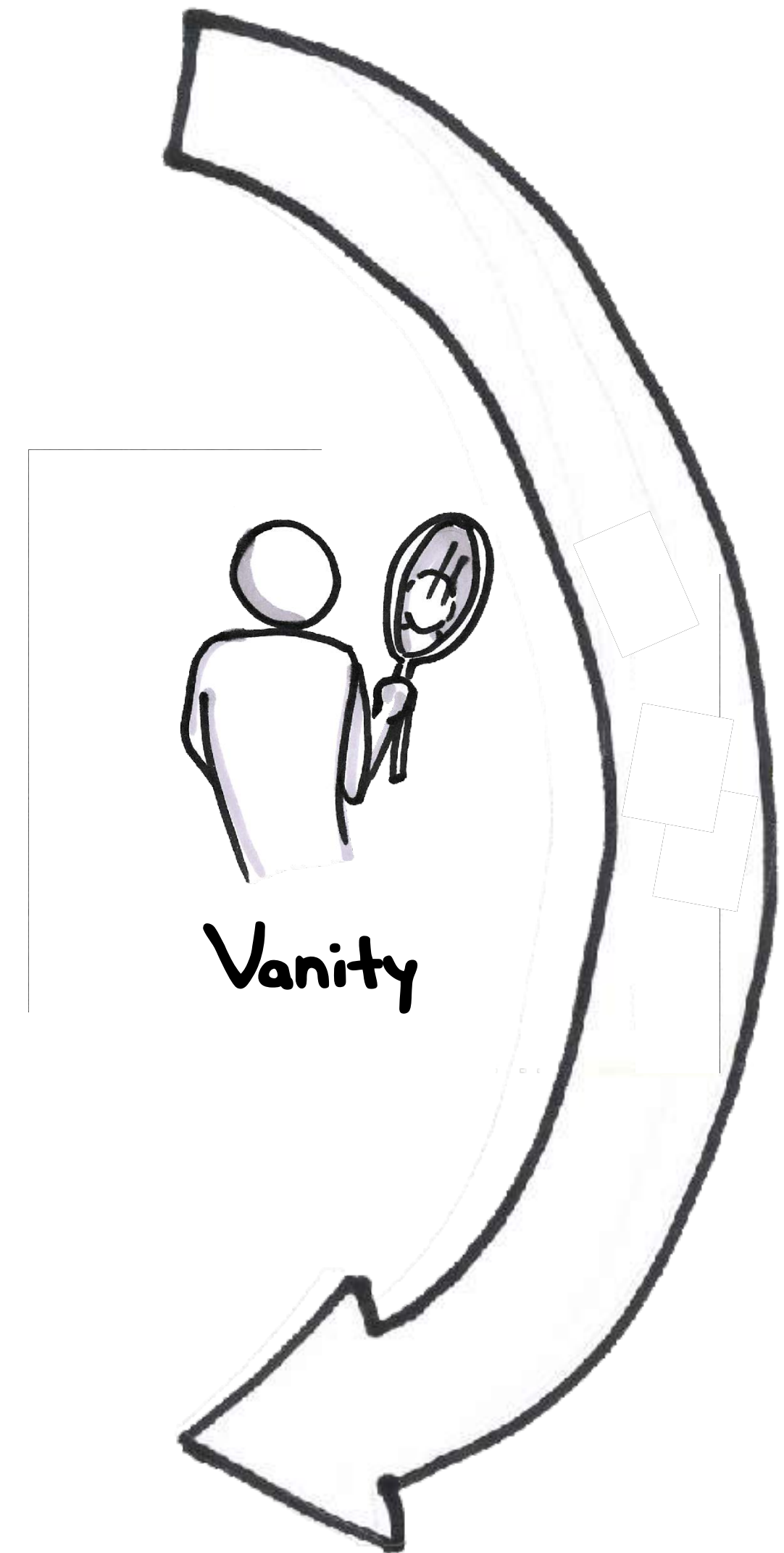


Silos

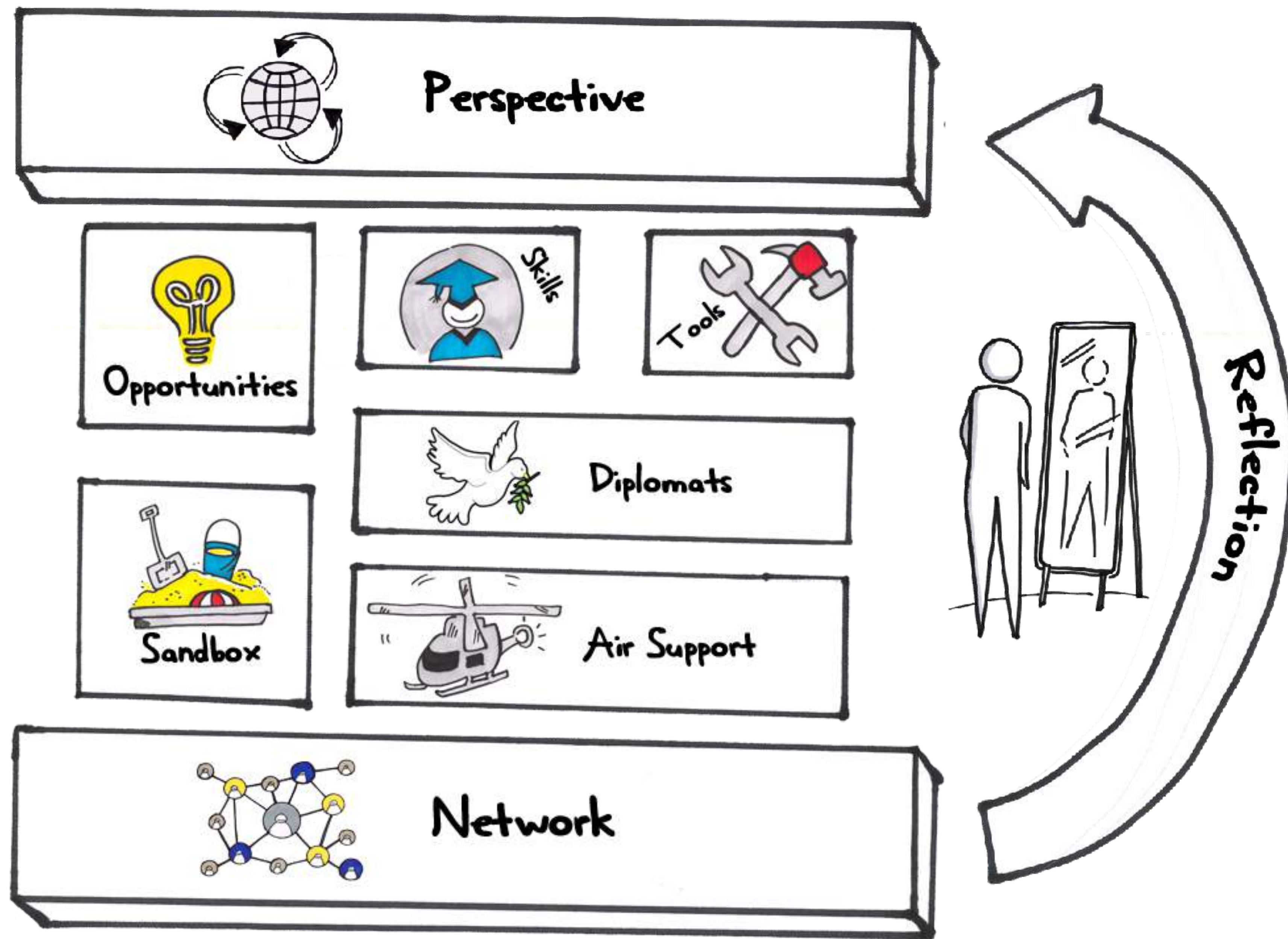


Dinosaurs

Loneliness



Vanity





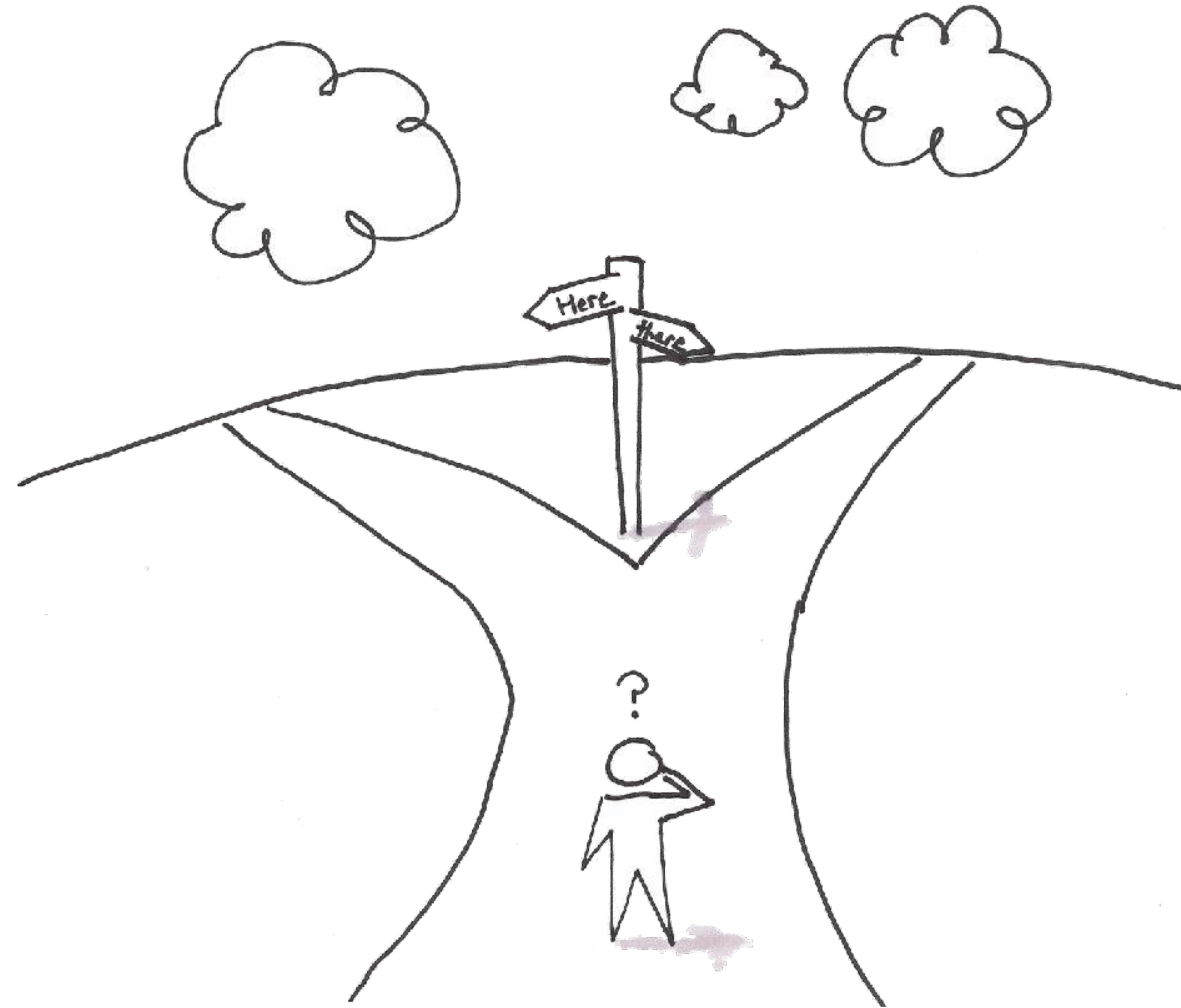


Lessons Learned

- ▶ Defining your ecosystem changes your obstacles
- ▶ Ecosystems can be measured
- ▶ Innovation is a funnel
- ▶ Don't try to change everything at once
- ▶ Run small experiments to have impact

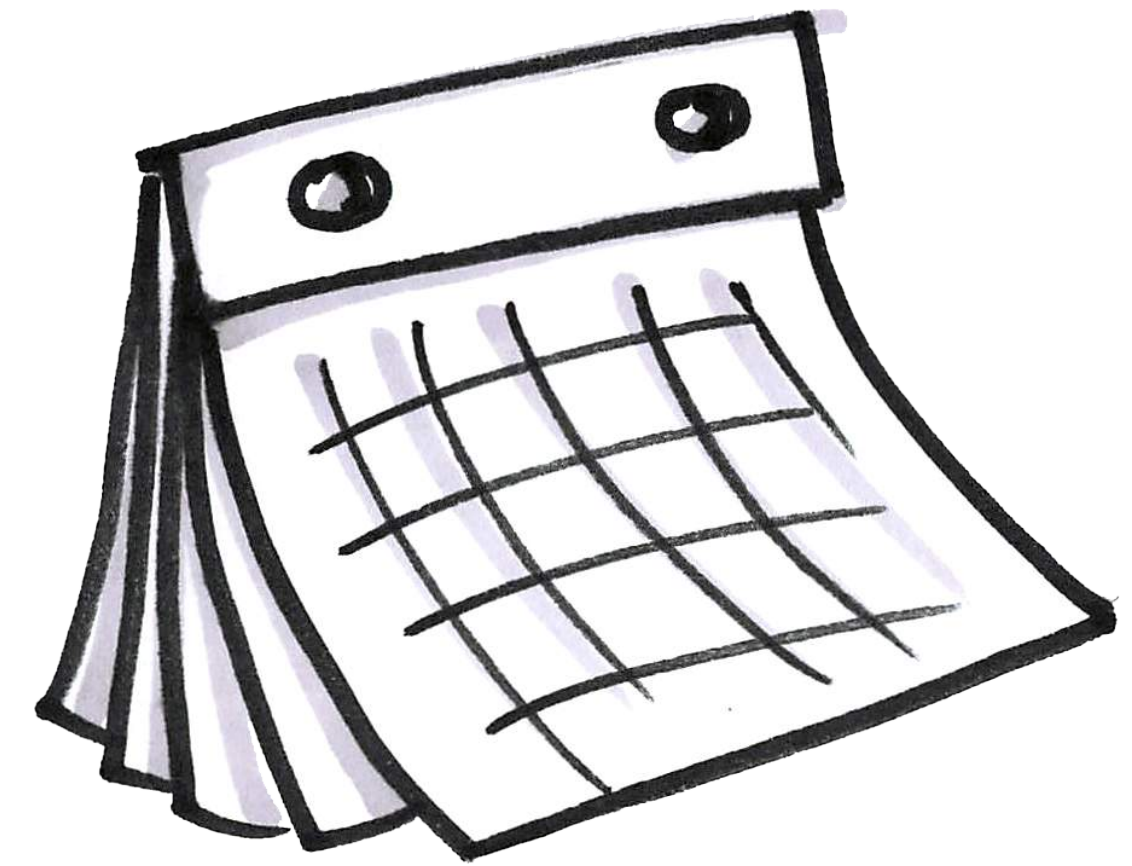
Next Steps

- ▶ Run the experiment
- ▶ Got results? Stuck? Email me and I'll try and help:
 - Tristan@Kromatic.com



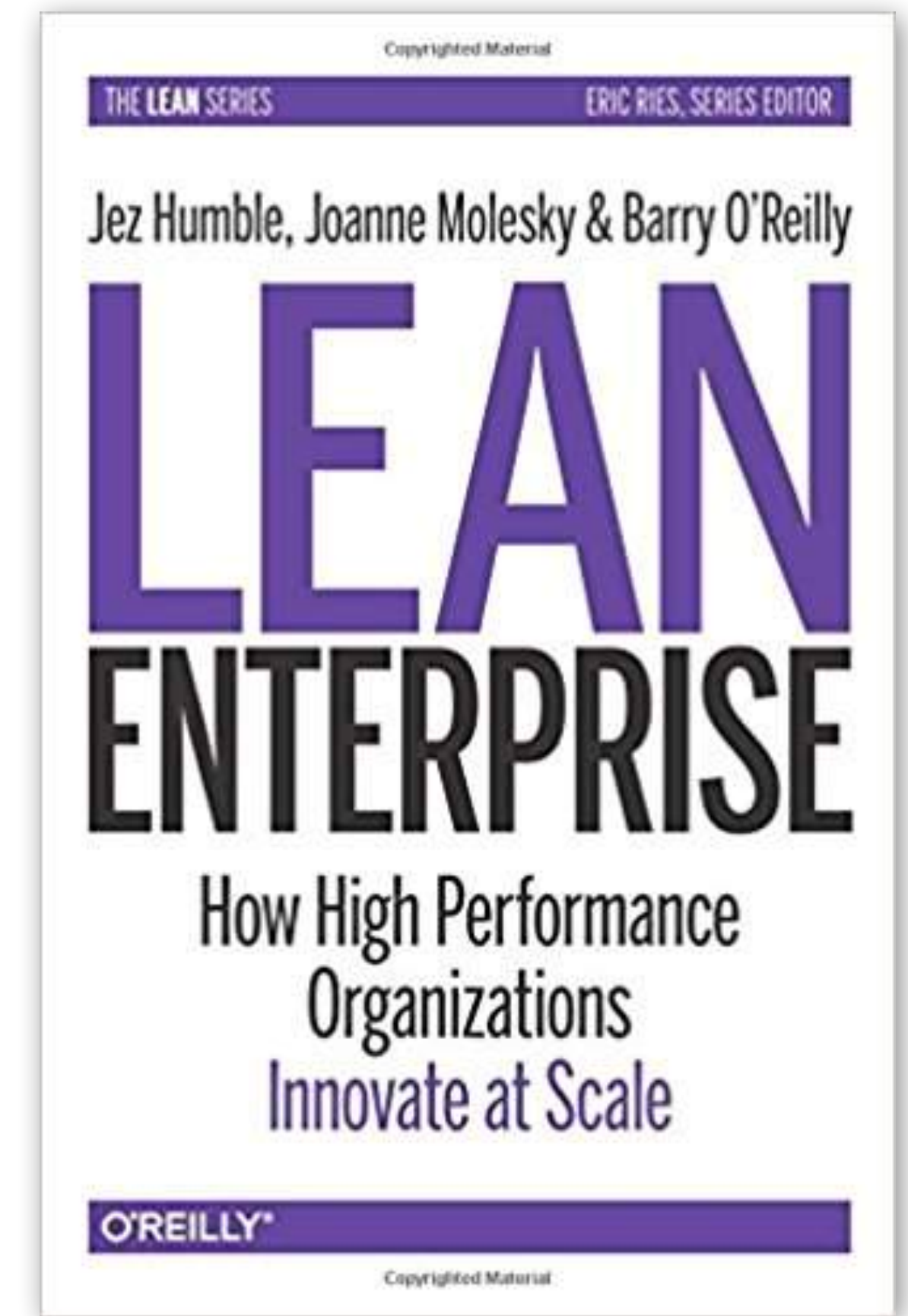
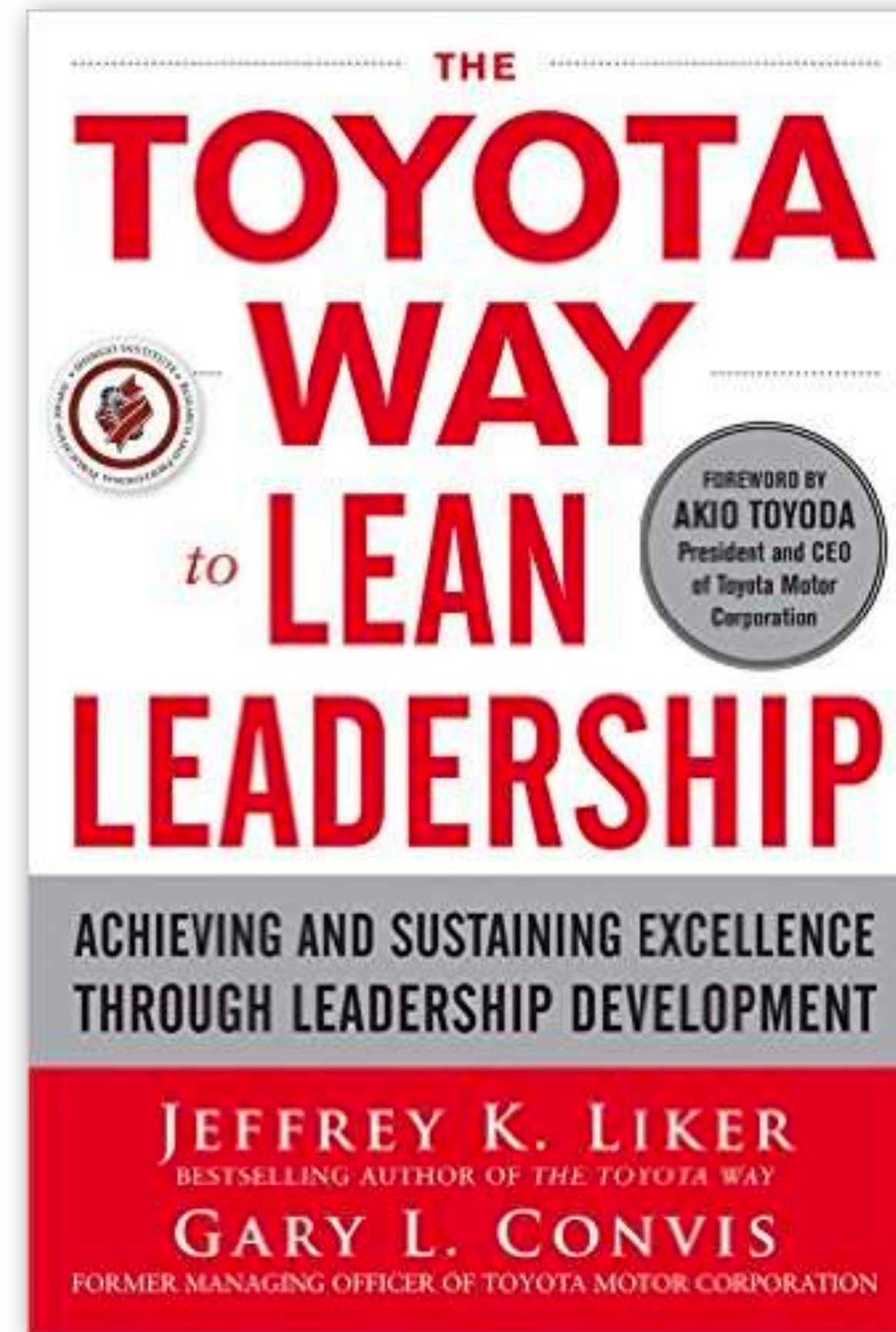
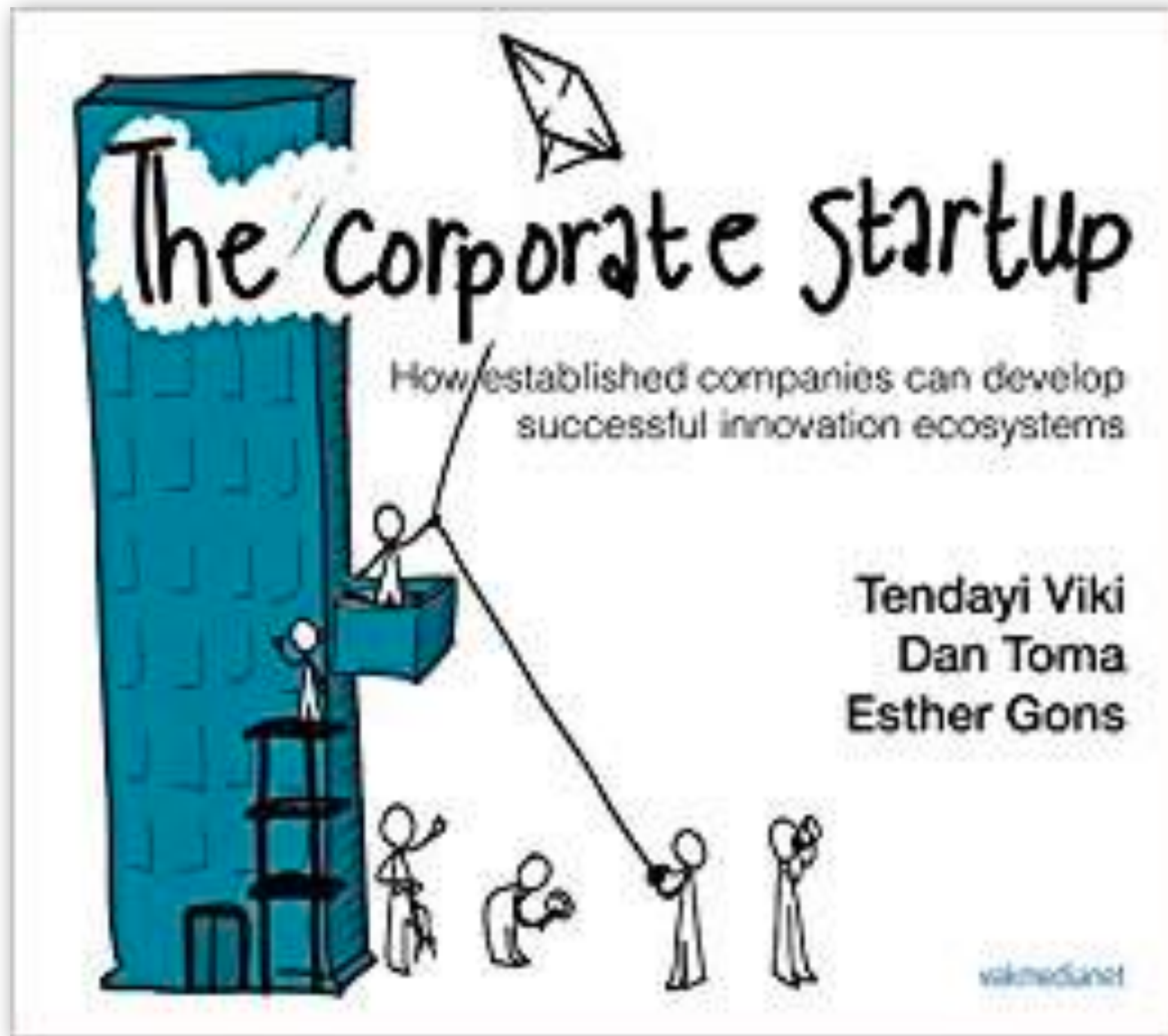
Next Events

- ▶ Advanced Lean Workshop
 - Oct 11-12,, Paris
- ▶ Office Hours for Startups
 - Twice a week
 - <http://calendly.com/trikro/officehours>
- ▶ Online Workshops
 - TBD





Further Reading





GrasshopperHerder.com





Thank You





Tristan.Kromer @ KROMATIC.com



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