INTRAPRENEURSHIP CONFERENCE

HELLO.

Intrapreneurship conference

11.16.17

EXECUTE OR RISK BEING...

Building a **stronger** Atlantic Canada, one **player experience** at a time.

40 YEARS • ANS

$9 Billion

> 9,600

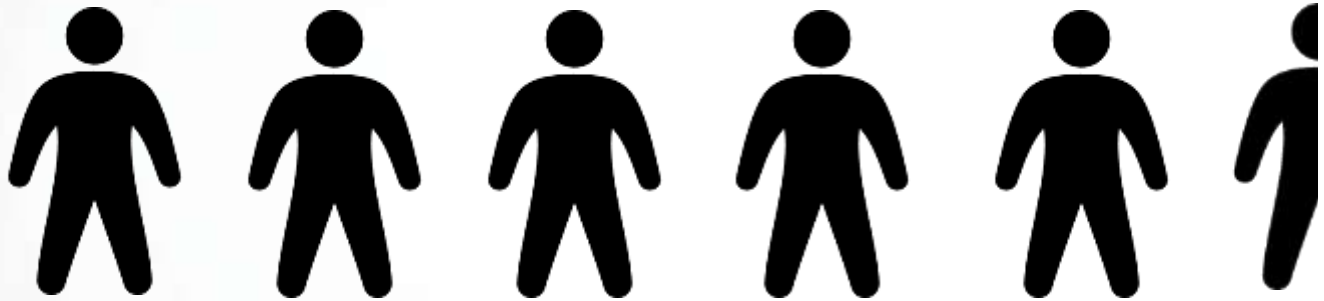
Innovation in our DNA

Atlantic Lottery

REWIND

Why Do Lotteries Need to Innovate, Anyway?

2005



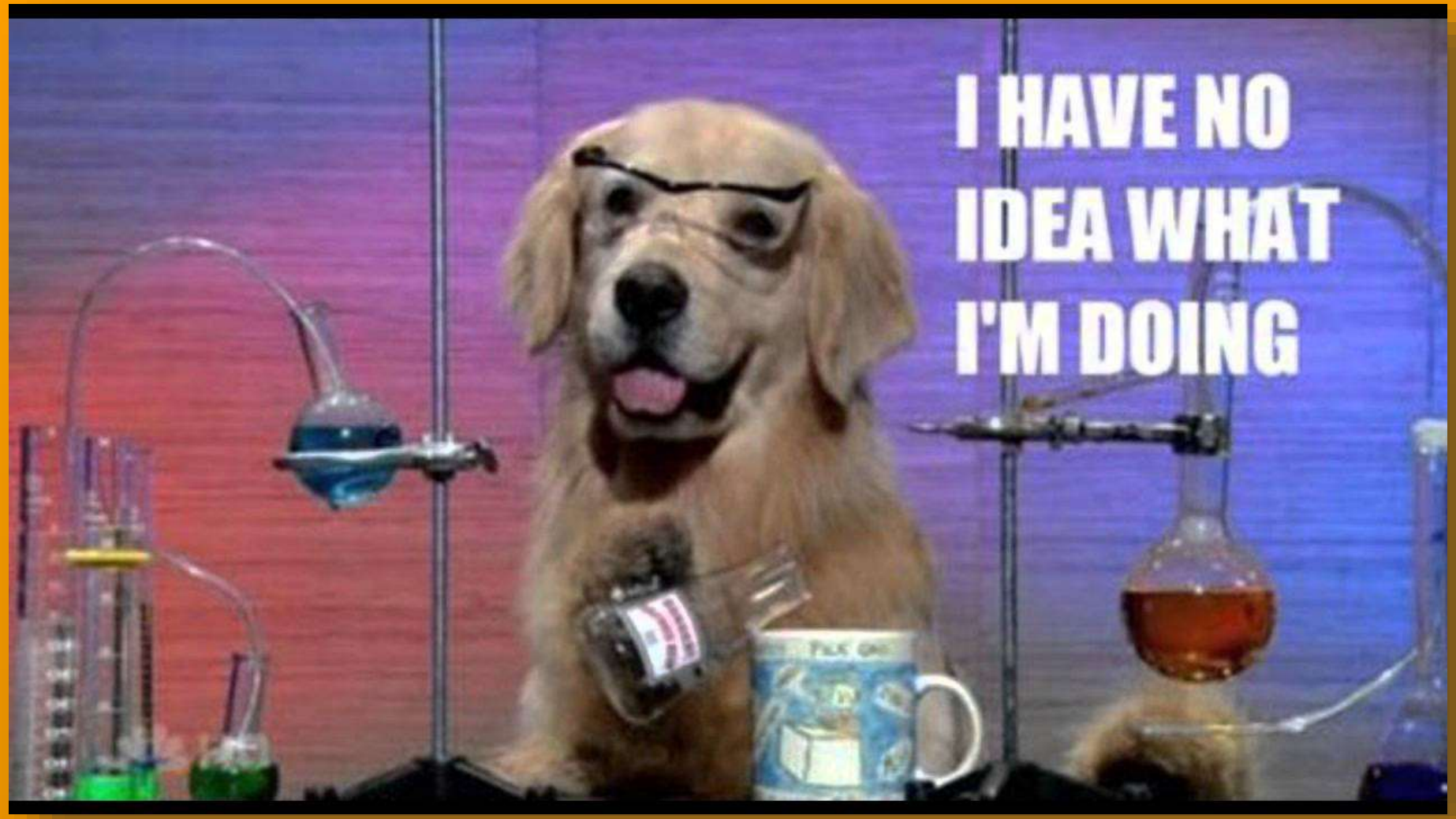
2010

2015

Player Participation

"We are arming a new team to attack the 'Frontier', that space the new players call home. With strong and independent leadership and staffed with our best critical thinkers, it is this Team Tomorrow that will ensure Atlantic Lottery remains relevant and gains leadership with this new generation of players."

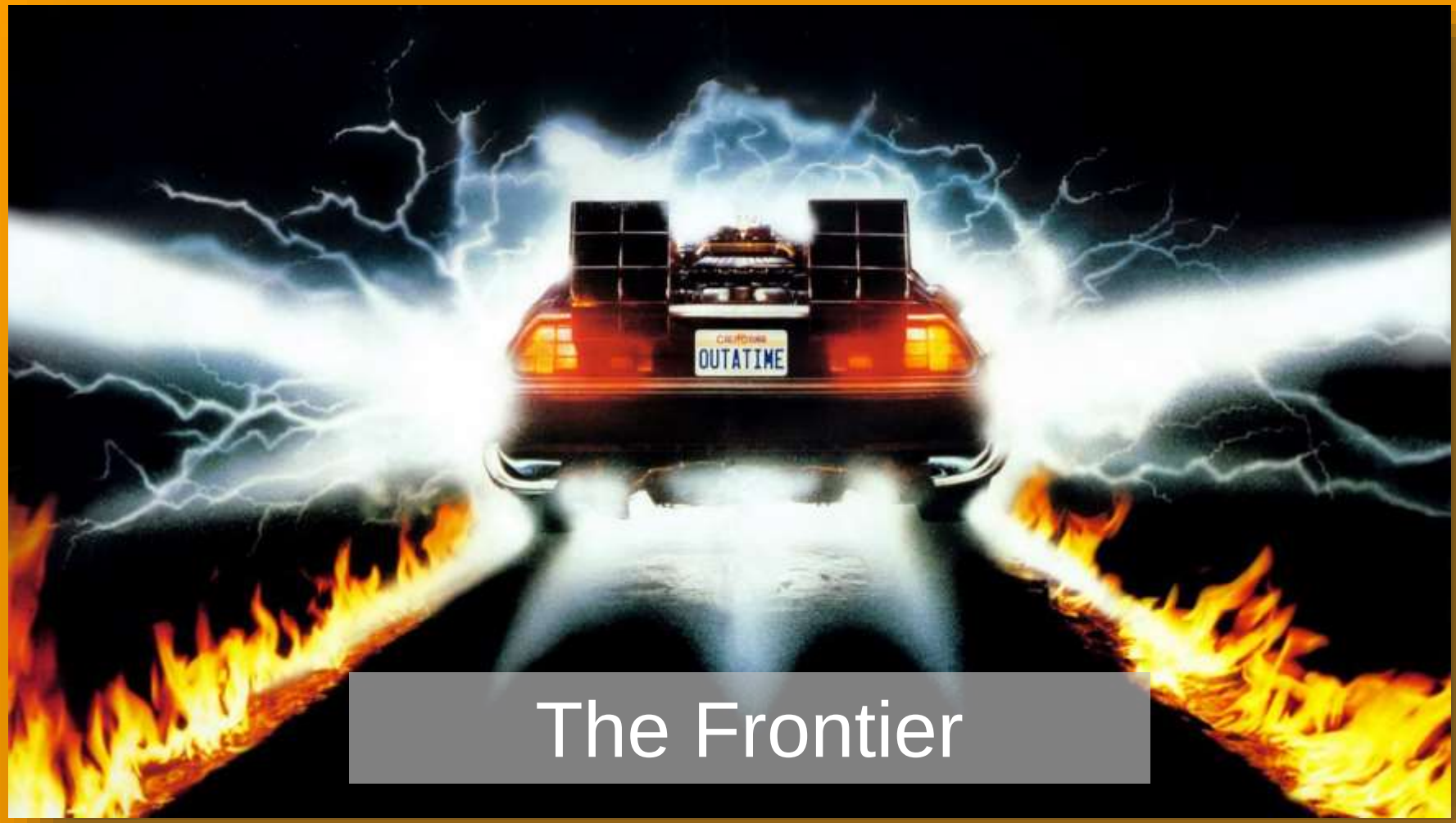
MAY 19, 2015



6TH DAY ON THE JOB

What's a hackathon? I hope there's a cure for that

AUGUST 10, 2015



The Frontier

JUNE 16, 2016

ATLANTIC LOTTERY'S INNOVATION PLATFORM
Generating Ideas and Concepts
Solving Problems
Outreach
Outpost
Innovation
INTRAPRENEURSHIP CONFERENCE

AFTER ~1.5 YEARS

500+ Consumers Interviewed

1500+ Ideas Generated

30+ Initiatives in Flight

$600 in Sales Generated ☺

85 Employees Trained

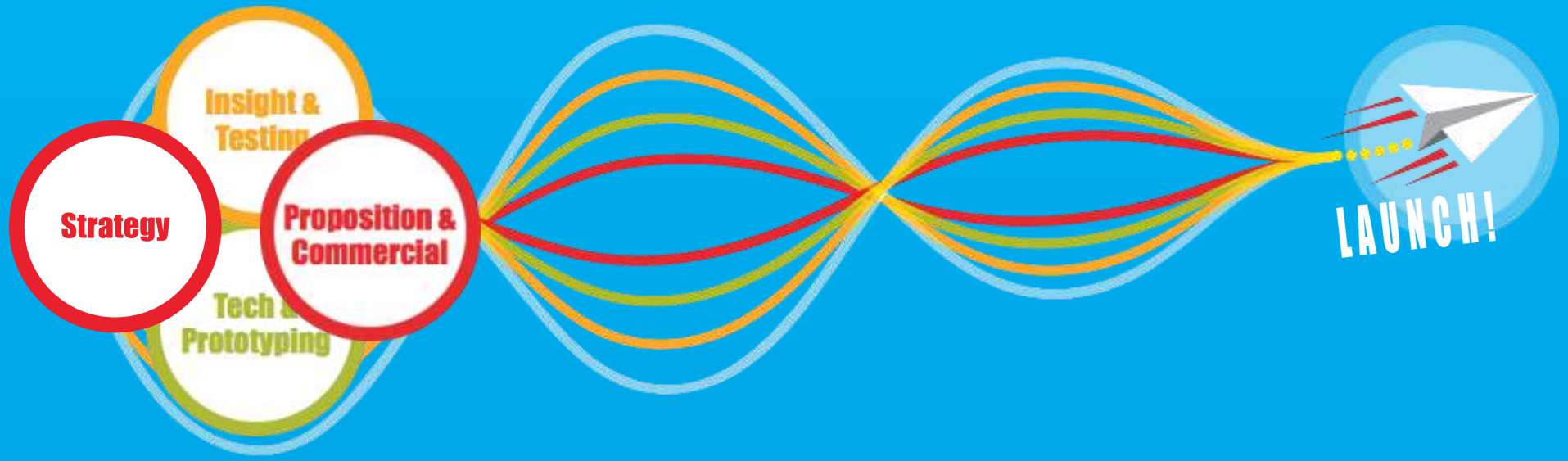
Atlantic Lottery

DISCOVER

DESIGN

DELIVER

DEPLOY



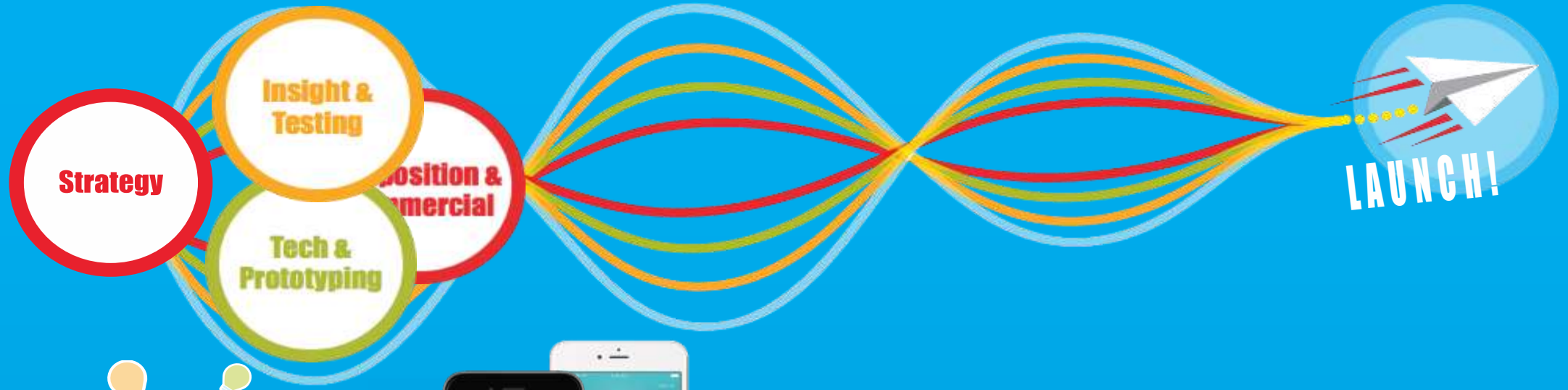
Build customer market insight around specific opportunities and use this to generate ideas.

Rapidly design a proposition, and the initial prototype of the customer experience that fulfils the opportunity.

Create a Minimum Viable Product, commercial case and build a go-to-market plan supported by the business.

Prioritize and integrate the initiative into AL's project portfolio and long-term launch plan.

DISCOVER | DESIGN | DELIVER | DEPLOY



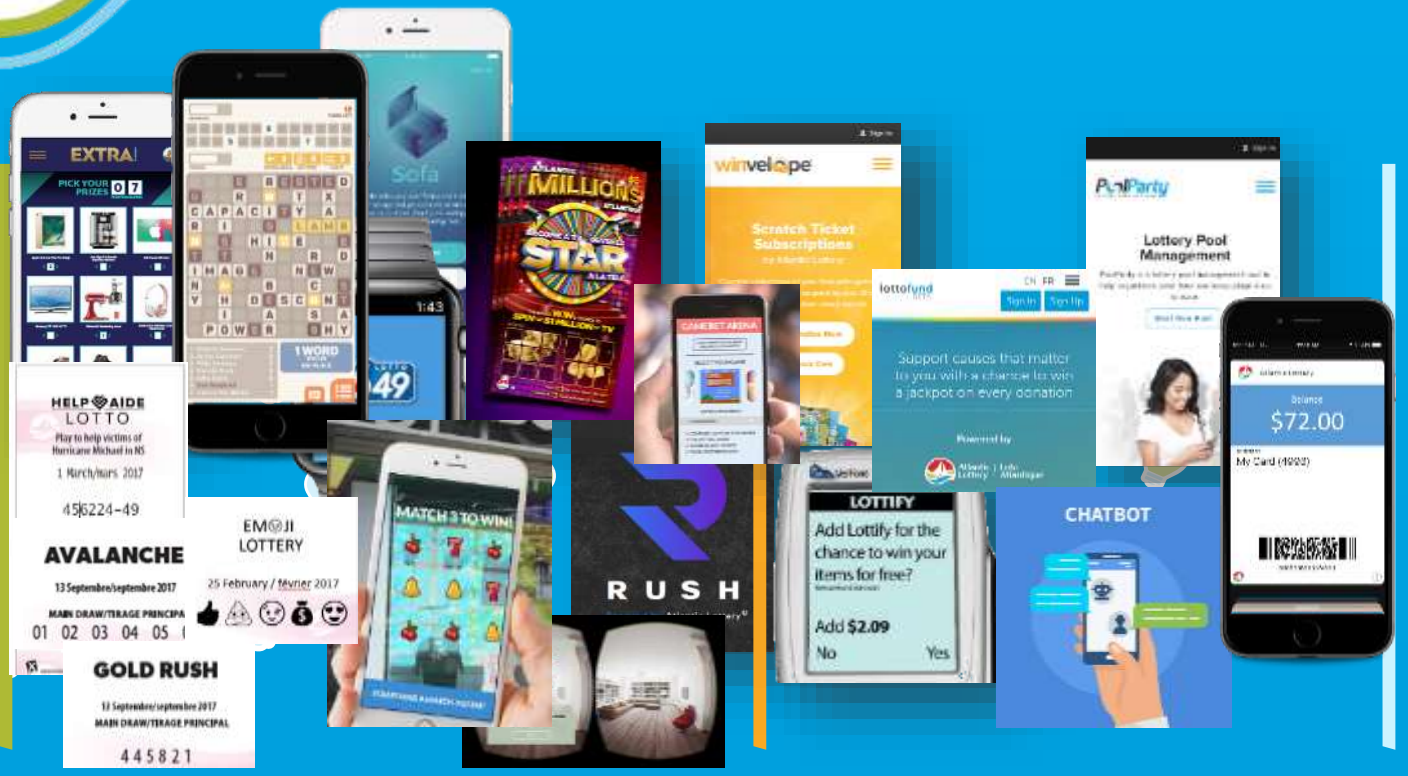
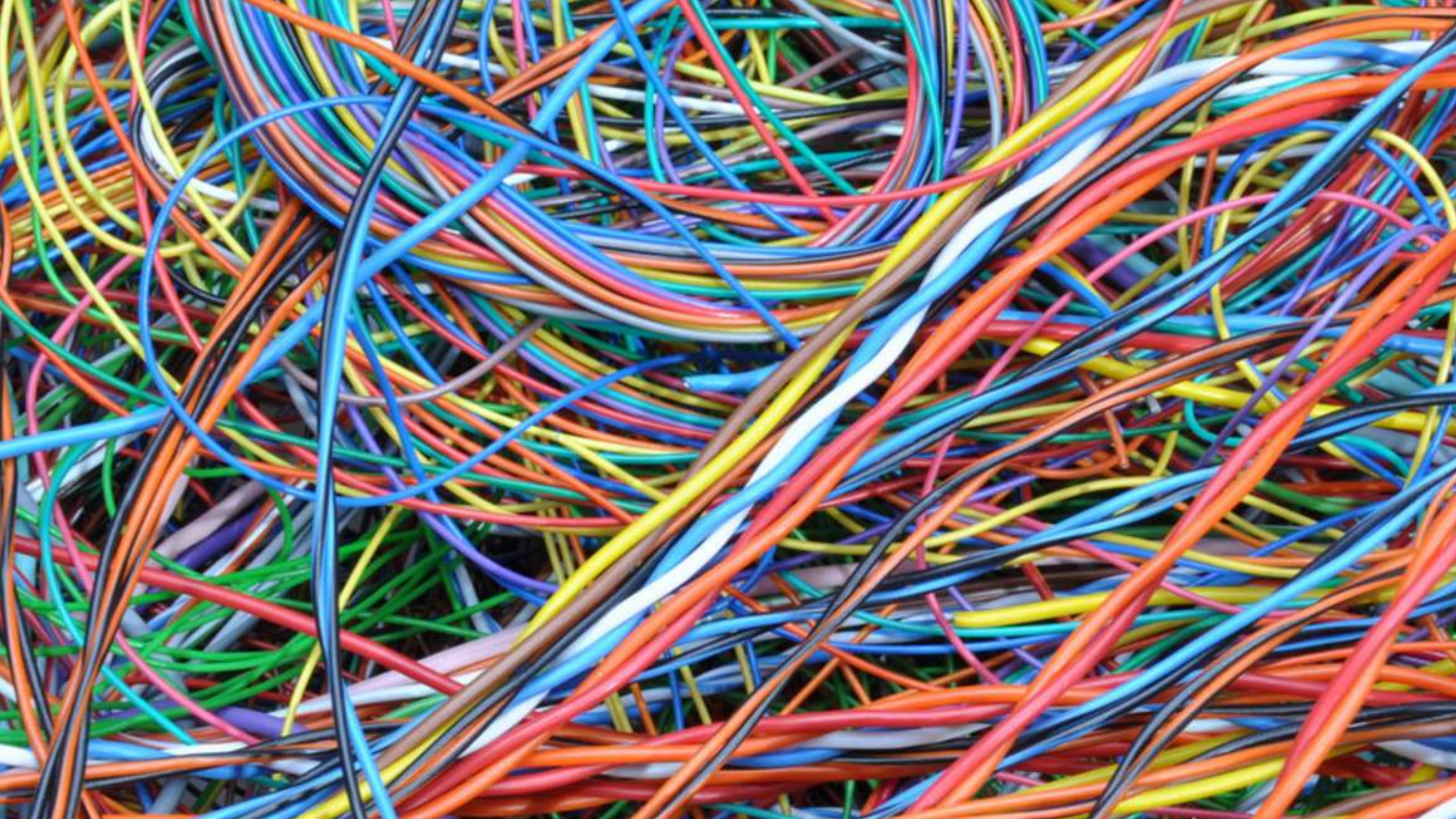


Image credit: deliagency.com

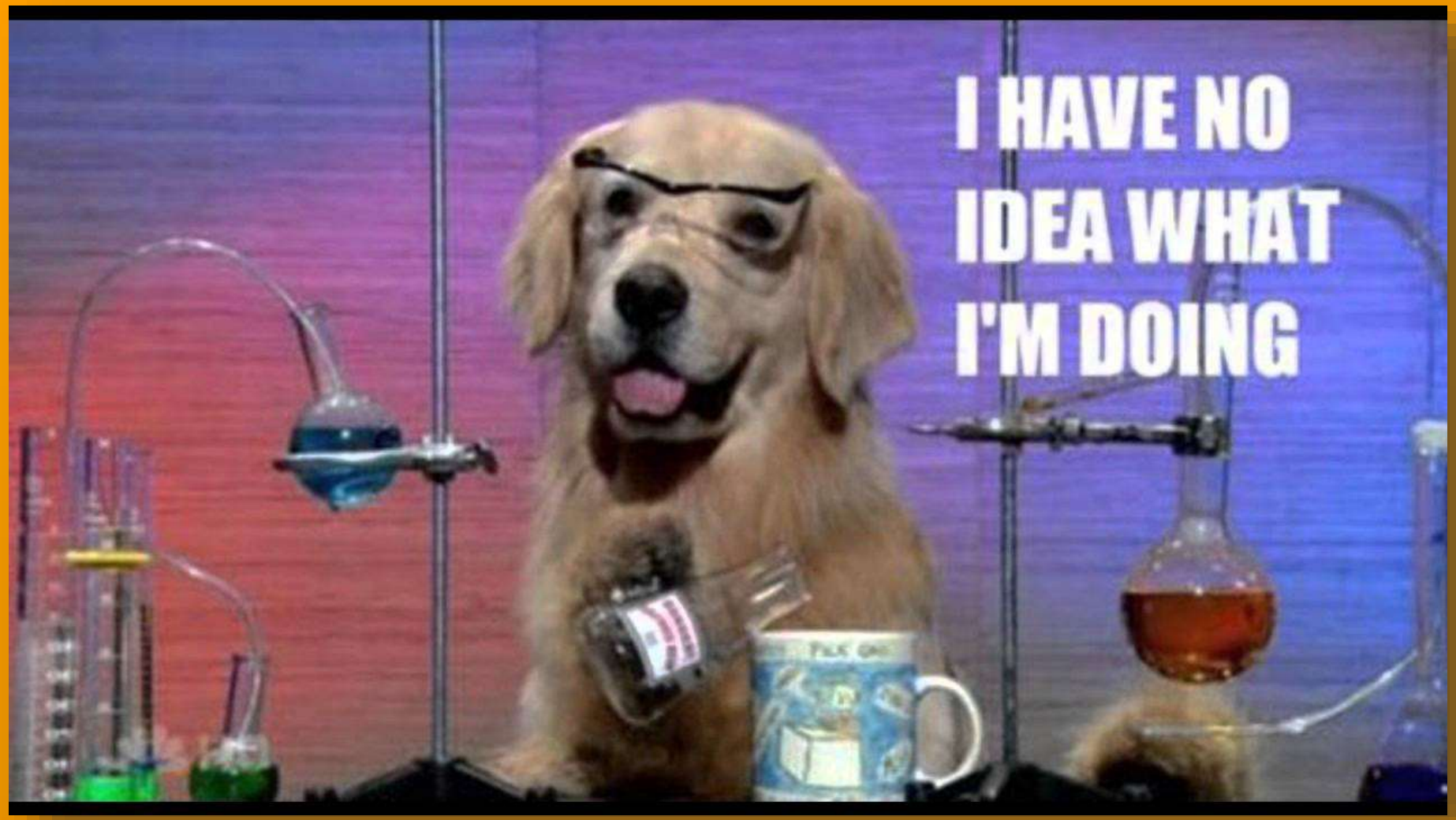
SHOW ME THE MONEY!

PROJECT BACKLOG CONUNDRUM

	Revenue	Cost	Risk
Product A	$50M	$2M	Low
Product B	$15M	$1.2M	Med
Enhancement 1	$0	$5M	High
System Upgrade	$0	$2M	High
Innovation A	?	$2M	High
Innovation B	?	?	Med



WHAT I FEEL LIKE (AGAIN)



NOW WHAT?

TIP #1: ORGANIZE FOR SUCCESS

- Strategy
- Governance

The Castle

- Traditional Players & Channels
- Margin Rich
- Need for Reinvention

The Frontier

- The Elusive Player
- All about Mobile
- Gambling/Gaming
- Global Markets

INNOVATION GOVERNANCE

DISCOVER → IG1 → DESIGN → IG2 → DELIVER → IG3 → DEPLOY

STRATEGY

Innovation Gate 1 – Discover to Design

Discover contributors: Catalysts, Outpost, AL employees, Unsolicited vendor idea, Other

Deliverables for gate exit:
- Ideation prioritization evaluation
- Lovable
- Doable
- Profitable

Innovation Council Members:

VP, IT	*Dir. Innovation
VP, Sales & Marketing	Dir. PMO
VP, Digital Gaming	Dir. Knowledge
	Chief Architect

Innovation Gate 2 – Design to Deliver

Deliverables for gate exit:
- Proof of concept prototype
- Concept Blueprint
- Consumer Journey
- Lean Canvas
- High level financial analysis
- Clear pilot KPIs
- Risk tolerance assessment
- SRA Level 1

Decision Options:
i) Outpost for pilot
ii) Move to PMO (possibly for pilot)
iii) Hold concept
iv) Pass on concept

Innovation Council Members:

*VP, IT	Dir. Innovation
*VP, Sales & Marketing	Dir. PMO
*VP, Digital Gaming	Dir. Knowledge
	Chief Architect

Innovation Gate 3 – Migration to Corporate Project Portfolio Governance

Deliverables for gate exit:
- Functional pilot outcomes
- High level requirements
- Reuse thresholds and architectural assessment.
- High level business case based on pilot outcomes

Decision Options:
i) Move to PMO
ii) Hold concept
iii) Pass on concept
iv) Revisit pilot
v) Launch as is

Innovation Council Members:

*VP, IT	Dir. Innovation
*VP, Sales & Marketing	Dir. PMO
*VP, Digital Gaming	Dir. Knowledge
	Chief Architect

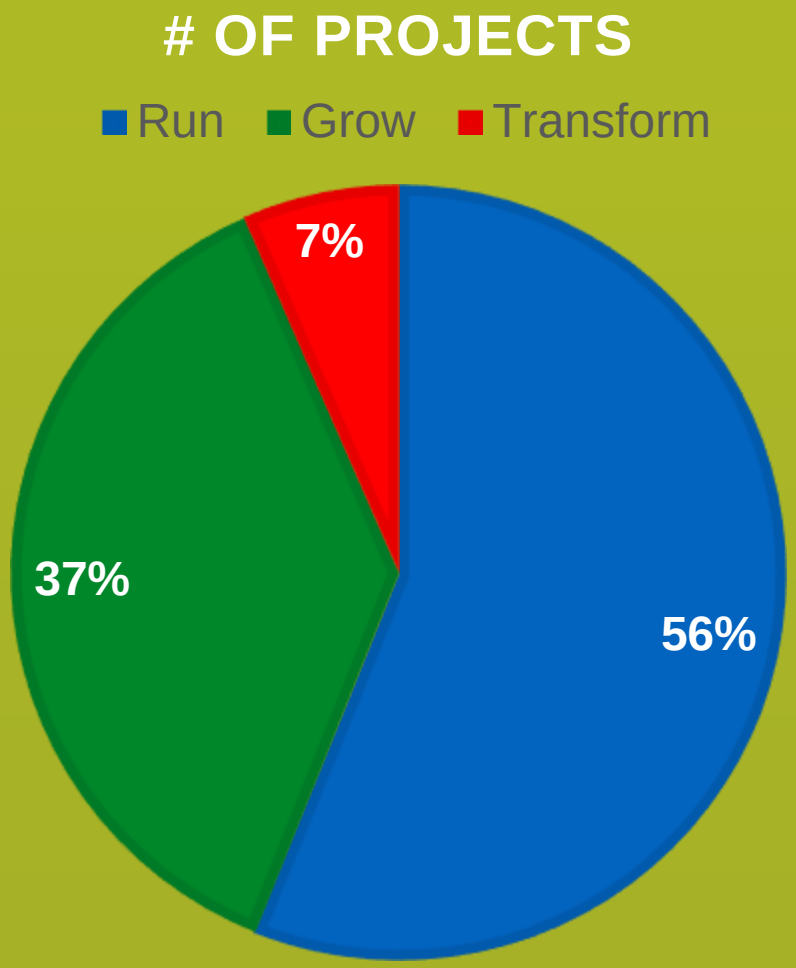
**Voting members*

TIP #2: TRY A NEW APPROACH

TIP #2: TRY A NEW APPROACH

- Scale through your existing system
- Build a new system
- Scale through someone else's system

PORTFOLIO PRIORITIZATION



Setting Targets for each Category will give you a Window

Atlantic Lottery
Outpost Lab

OUR TEAM ABOUT US GIVING BACK NEWS

ATLANTIC LOTTERY OUTPOST LAB

Thinking outside the box to create exciting new gaming products with a lean startup mindset.

U.S. COAST GUARD/REUTERS/LANDOV

TIP #3: CREATE A NETWORK OF ADVOCATES

- Internal Catalysts
- External Experts
- Business Unit Leads

INNOVATION CATALYSTS

Formal Training

Level-Up Program

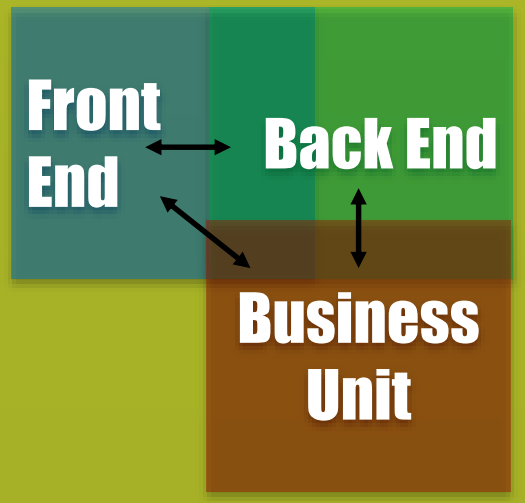
Community Programming

GET OTHERS TO REINFORCE YOUR MESSAGE

TIP #4: CREATE OVERLAP

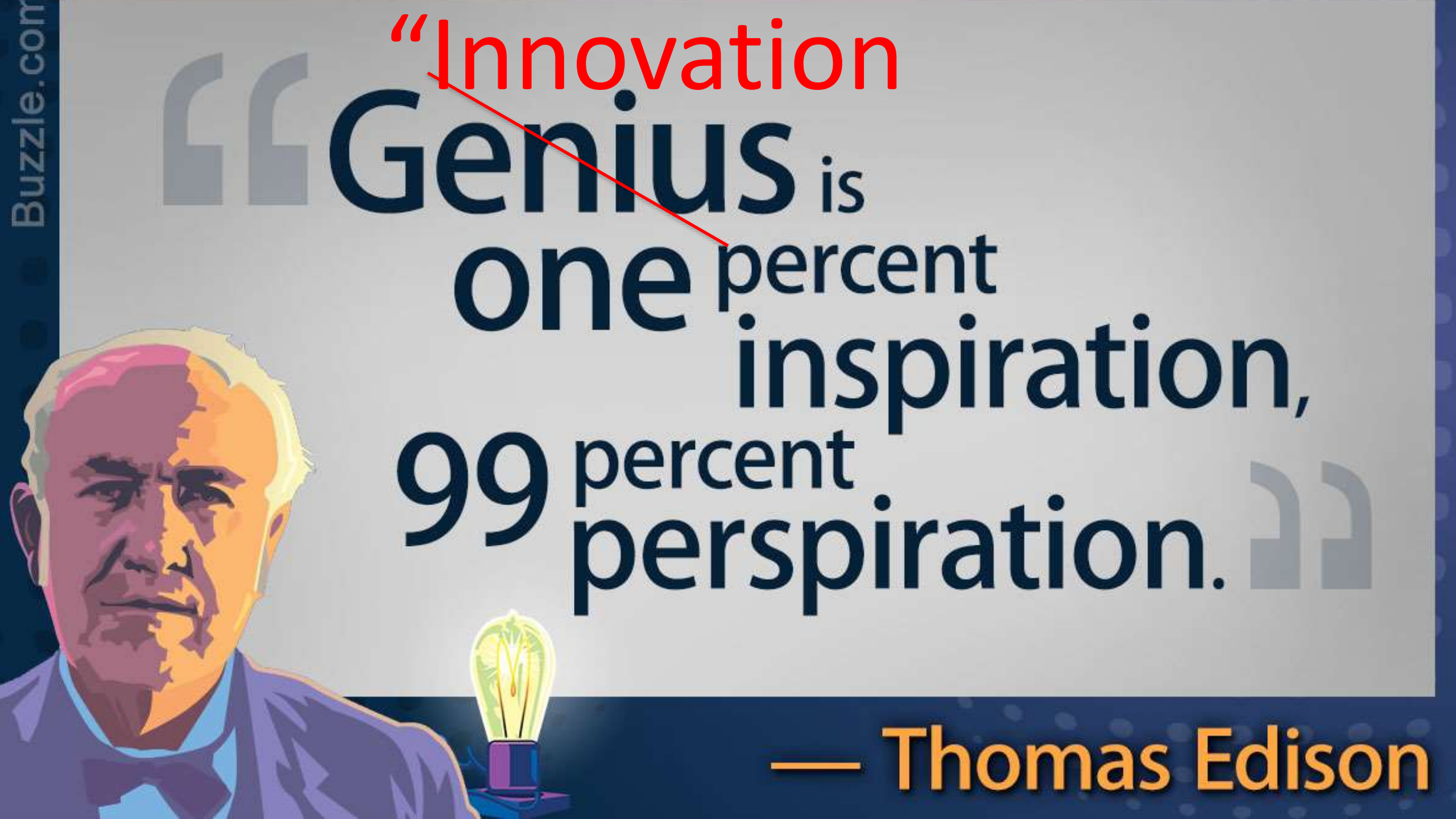
From this

To something like this



TIPS #5 TO 8

5. Share your ideas early
6. Get a quick win
7. Be humble, flexible, optimistic, patient, positive, helpful and generous ☺
8. If all else fails…Pull a Honey Badger


“Innovation
Genius is
one percent
inspiration,
99 percent
perspiration.
— Thomas Edison
Buzzle.com

THANK YOU

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