



ZERO GRAVITY
LABS

THE "BUSINESS" OF IDEAS

Lessons Learned Running A Corporate Innovation Lab

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Zero Gravity Labs is the research and innovation arm of LoyaltyOne

We focus on the future of customer influence using disruptive technology and business models.

We work out of a startup-friendly office space to relentlessly explore and experiment without the limitations or constrictions of today's business and technology realities.



INNOVATION IS NOT A LUXURY - IT IS A NECESSITY



The Customer Experience Is Changing



Consumers Expect The Best of Everything



Companies Are Struggling To Keep Up

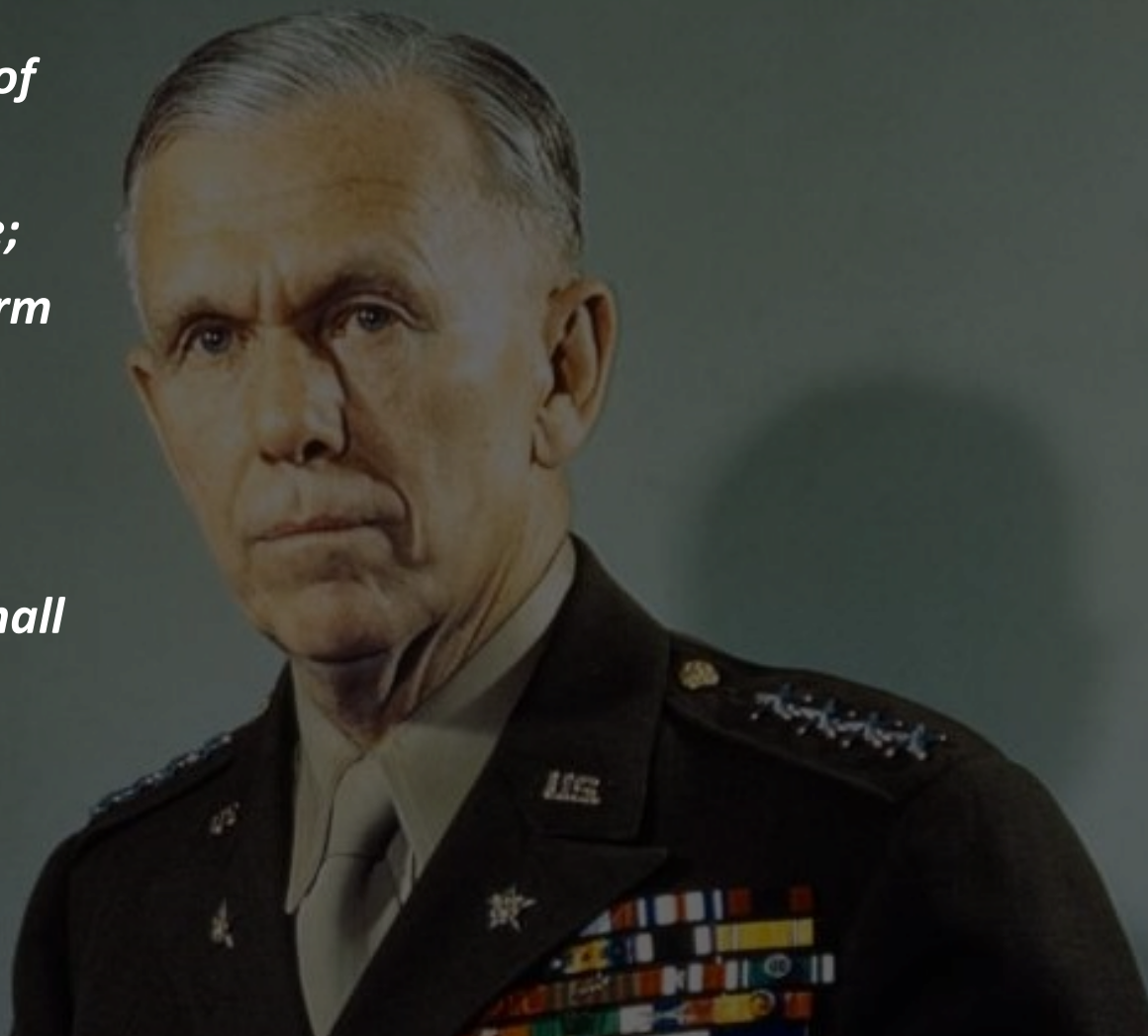


New Innovators Are Emerging & Forcing Change



“Organizations need a strategic capacity to look ahead, not into the distant future, but beyond the vision of the operating officers caught in the smoke and crises of the current battle; far enough ahead to see emerging form of things to come, and outline what should be done to meet or anticipate them”

George C. Marshall





***EVERY COMPANY NEEDS TO BE IN
THE BUSINESS OF IDEAS***



***IDEAS ARE EASY,
GETTING TO EXECUTION IS HARD***





1 YEAR IN - LESSONS LEARNED

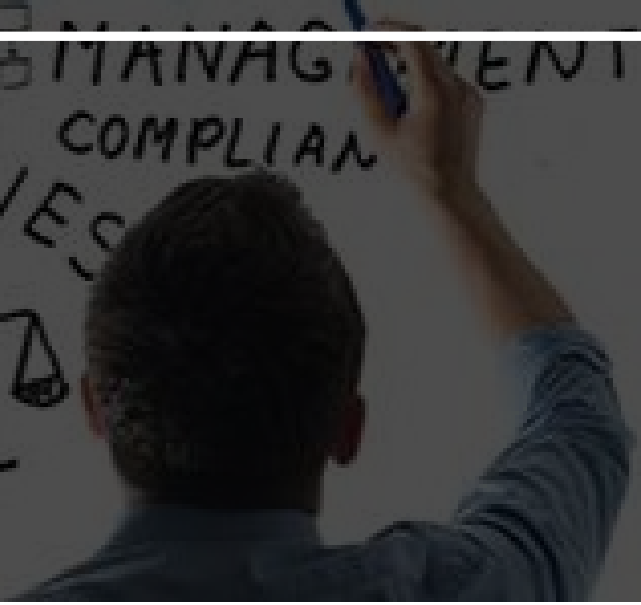


BE AN OWNER NOT A RENTER



SET A GOVERNANCE MODEL UPFRONT

MISSION TEAM BEST PRACTICES ROLES COMMITTEES MANAGEMENT CORPORATE VISION GOVERNANCE BOARD STAFF VALUES POLICIES COMPLIANCE ADMINISTRATION RESPONSIBILITY





GO OFFSITE

ONE TRILLION INTERCONNECTED DEVICES!

BAM! THERE'S MY PHONE!

HOW CAN WE BE SO WRONG ABOUT THE FUTURE?
100,000 VS. 5.7 BILLION

EVERYTHING THAT CAN BE INVENTED, HAS BEEN INVENTED!

BEHAVIOR!

WE ARE IN A DATA REVOLUTION!

CONNECTION.

LIVING, WORKING
INNOVATING

VALUE

CREATE A SHARED VERNACULAR INTERNALLY

WILL CHANGE BEHAVIOR

...BUT WE DON'T GET UNCERTAINTY...

BIG DATA HAS A PATTERN ONLY IF YOU LOOK INSIDE!

UNCERTAINTY

BIG DATA KNOWS MORE ABOUT YOU THAN YOU DO!

HE WHO OWNS THE

COMPLEXITY

UNCERTAINTY IS THE ABSENCE OF RULES.

THE PLAYING FIELD IS WITH A THREE YEAR RD



EXTEND YOUR TEAM WITH INTERNAL PARTNERS





SEEK MENTORS INSIDE & OUTSIDE YOUR BUSINESS

I'VE MISSED MORE THAN
9000 SHOTS
IN MY CAREER.

I'VE LOST ALMOST
300 GAMES.
26 TIMES, I'VE BEEN TRUSTED
TO TAKE THE GAME WINNING
SHOT AND MISSED.

FAILURE MUST BE AN OPTION

I'VE FAILED OVER AND OVER AND OVER
AGAIN IN MY LIFE.
AND THAT IS WHY
I SUCCEEDED.

MICHAEL JORDAN





ROAD SHOWS & DEMOS BUY RUNWAY





MANY WON'T GET IT... THAT'S A GOOD THING



YESTERDAY
YOU SAID
TOMORROW

START TODAY

JUST DO IT.



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