Digitalization changes everything
VUCA is the new normal – it is vital to increase speed and the way we innovate to succeed

Our world is changing fast

We need to explore, understand and act in new / evolving market dynamics

in volatile, uncertain, complex and ambiguous environments

to foresee changes to our industries

Web of Systems

Advanced Robotics / Autonomous Systems

Additive Manufacturing

Artificial Intelligence

Decentralized Energy

Power Electronics

…
Our innovation and digitalization agenda

Speed and scale
Siemens Intrapreneurs apply AI to business to create value
Huge individual growth within short time frame – highly committed intrapreneurs and mentors are following their (team) purpose

You have a choice: You can go into a world that has been built or you can build the world yourself. And as a creative person, naturally we will choose the option of creating a world.

Prof. Yunus, One Young World Summit 2016
Digital capabilities and cultural change
Siemens pushing its transition towards a digital company

Skill development

Breaking silos

Experimental mindset
Intrapreneurs Bootcamp to increase capacity to succeed in volatile, uncertain, complex and ambiguous environments

- **Skill development**
- **Breaking silos**
- **Experimental mindset**

Empower **INTERDISCIPLINARY TEAM** and leverage individual competences

Focus on mockup **PROTOTYPING** in fast customer driven iterations
Intrapreneurs Bootcamp: Hands-on innovation project based on interdisciplinary team competences

**Interdisciplinary Team**

- Impact driven – intrinsic motivation
- Diverse competences
- High level of experience
- Cross-organizational Intrapreneurs

**Innovation Project**

- Defined by team competences
- Aligned to Siemens innovation fields

**Bootcamp Format**

- Focus on actual doing via mockup prototyping
- Customer centric approach
- External digital startup location
- Management presentation and way forward
- Follow-up after bootcamp

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defines & works on

within
Intrapreneurs Bootcamp:
Seven days to create value for Siemens and our customers

Seven days hands on work on breakthrough innovation ideas
+
Follow-up by business units

Inspirational Sessions
on trends, society, Siemens

Innovation Leadership Sessions

Practical Start-up Methods & Tools (e.g. Design Thinking, Lean Startup, Biz Modeling)

Fertile Space in inspiring location

Relevant Network to customers, resources and innovation ecosystem
Intrapreneurs Bootcamp on Artificial Intelligence

Empowering people to connect to their own genius & passion and drive breakthrough AI innovation for Siemens in an agile, customer-centric way.
### Intrapreneurs Bootcamp Artificial Intelligence

High number of potential intrapreneurs applied

<table>
<thead>
<tr>
<th>Applications</th>
<th>232</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mentors from countries</td>
<td>34</td>
</tr>
<tr>
<td>Chosen Intrapreneurs</td>
<td>38 → 8</td>
</tr>
<tr>
<td>Teams</td>
<td>8</td>
</tr>
<tr>
<td>chosen on-site Mentors</td>
<td>8</td>
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</tbody>
</table>
## Intrapreneurs Bootcamp Artificial Intelligence in a nutshell

<table>
<thead>
<tr>
<th>Module #1: Commit &amp; Explore</th>
<th>Module #2: Create &amp; Validate</th>
<th>Module #3: Catalyze</th>
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</thead>
<tbody>
<tr>
<td><strong>Date:</strong> March 22 – March 23, 2018</td>
<td><strong>Date:</strong> April 11 – April 13, 2018</td>
<td><strong>Date:</strong> May 07 – May 09, 2018</td>
</tr>
<tr>
<td><strong>Location:</strong> Munich, Design Offices</td>
<td><strong>Location:</strong> TUM Applied AI Lab, Garching</td>
<td><strong>Location:</strong> Siemens AI Lab + HQ, Munich</td>
</tr>
</tbody>
</table>

### Module #1: Commit & Explore
- Purpose, connect, team-up
- Signals and ideate
- Get inspired and widen focus on AI
- Inspiring keynote speakers
- Develop the challenge and commit
  (Fall in love with the problem, not with the solution)

### Module #2: Create & Validate
- Refine ideas & create „concept“
  (Design Thinking, VPD, BizMo®, etc.)
- Prototyping mindset and ideate via first mockup
- Research & expert sparring
- Build prototype(s)
- Test & validate most critical hypothesis with customers

### Module #3: Catalyze
- Fine tune market tested business concept
- Define required resources and way forward
  (what do we need from investors?)
- Pitch preparation & training
- Pitch on stage to “Igniters”
- Team commitment – who will continue

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38 intrapreneurs | 8 mentors | 7 days over 7 weeks | From bold vision to validated business concept
Your Intrapreneurs Bootcamp initiative drivers

- 46 participants
- Open to all Siemens employees
- 7 days over 7 weeks
- March – May 2018

Make real what matters.
To you. To Siemens. To our customers.

https://intrapreneurs.siemens.com/ai