

# INTRAPRENEURS BOOTCAMP



## Intrapreneurs Bootcamp AI

From bold visions to market tested business concepts

Ilaria Carrara Cagni & Christoph Krois - Siemens Corporate Technology

Unrestricted © Siemens AG 2018

[siemens.com/innovation](http://siemens.com/innovation)

**SIEMENS**  
*Ingenuity for life*

# 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

Additive Manufacturing

Decentralized Energy

Advanced Robotics /  
Autonomous Systems

Artificial Intelligence

Power Electronics

...

# Speed and scale

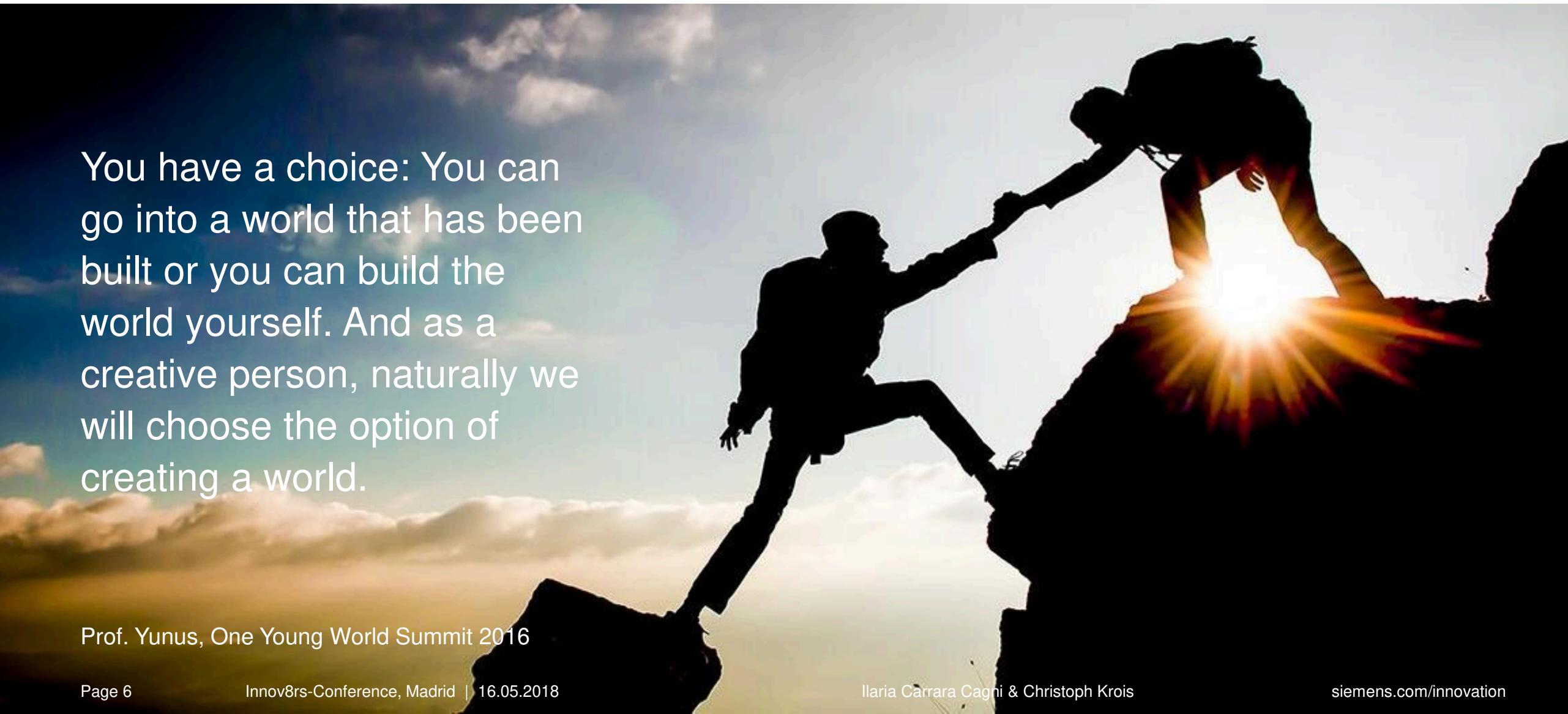
# Siemens Intrapreneurs apply AI to business to create value

**SIEMENS**  
Ingenuity for life



Huge individual growth within short time frame – highly committed intrapreneurs and mentors are following their (team) purpose

**SIEMENS**  
Ingenuity for life

A silhouette photograph of several people climbing a steep, rocky mountain. They are reaching out to each other's hands to help them climb higher. The sun is at the peak of the mountain, creating a bright, glowing effect. The sky is filled with clouds.

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.

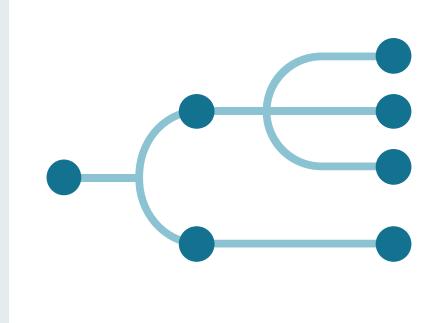
Prof. Yunus, One Young World Summit 2016

# Digital capabilities and cultural change

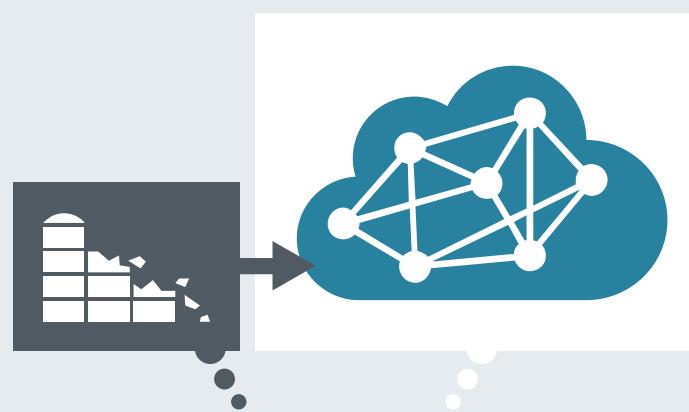
## Siemens pushing its transition towards a digital company

**SIEMENS**  
Ingenuity for life

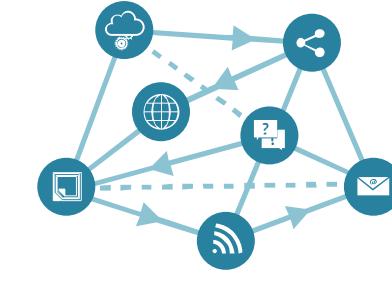
### Skill development



### Breaking silos



### Experimental mindset



## **Skill development**

## **Breaking silos**

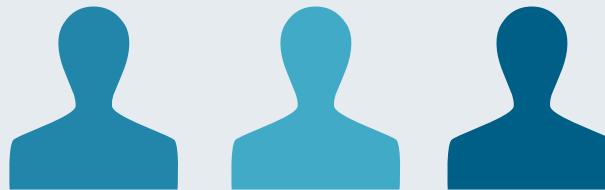
## **Experimental mindset**

Empower  
**INTERDISCIPLINARY TEAM**  
and leverage individual competences

Focus on mockup  
**PROTOTYPING**  
in fast customer driven  
iterations

## Interdisciplinary Team

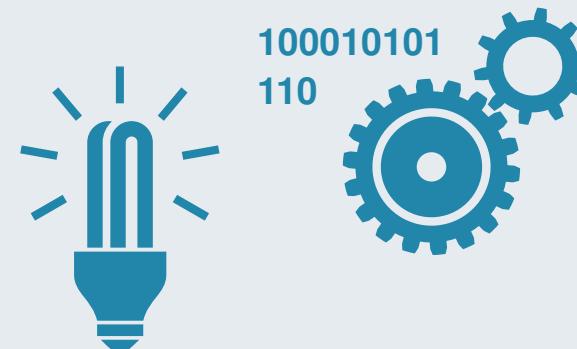
- Impact driven – intrinsic motivation
- Diverse competences
- High level of experience
- Cross-organizational Intrapreneurs



defines & works on

## 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



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

**SIEMENS**  
*Ingenuity for life*

**Seven days hands on work on  
breakthrough innovation ideas**

+

**Follow-up by business units**



**Inspirational Sessions**  
on trends, society,  
Siemens



**Innovation  
Leadership Sessions**



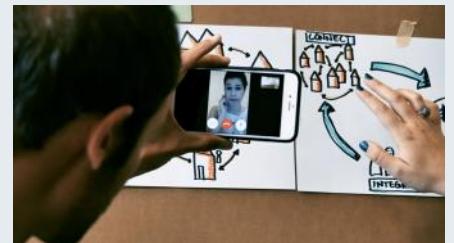
**Practical Start-up  
Methods & Tools** (e.g.  
Design Thinking, Lean  
Startup, Biz Modeling)

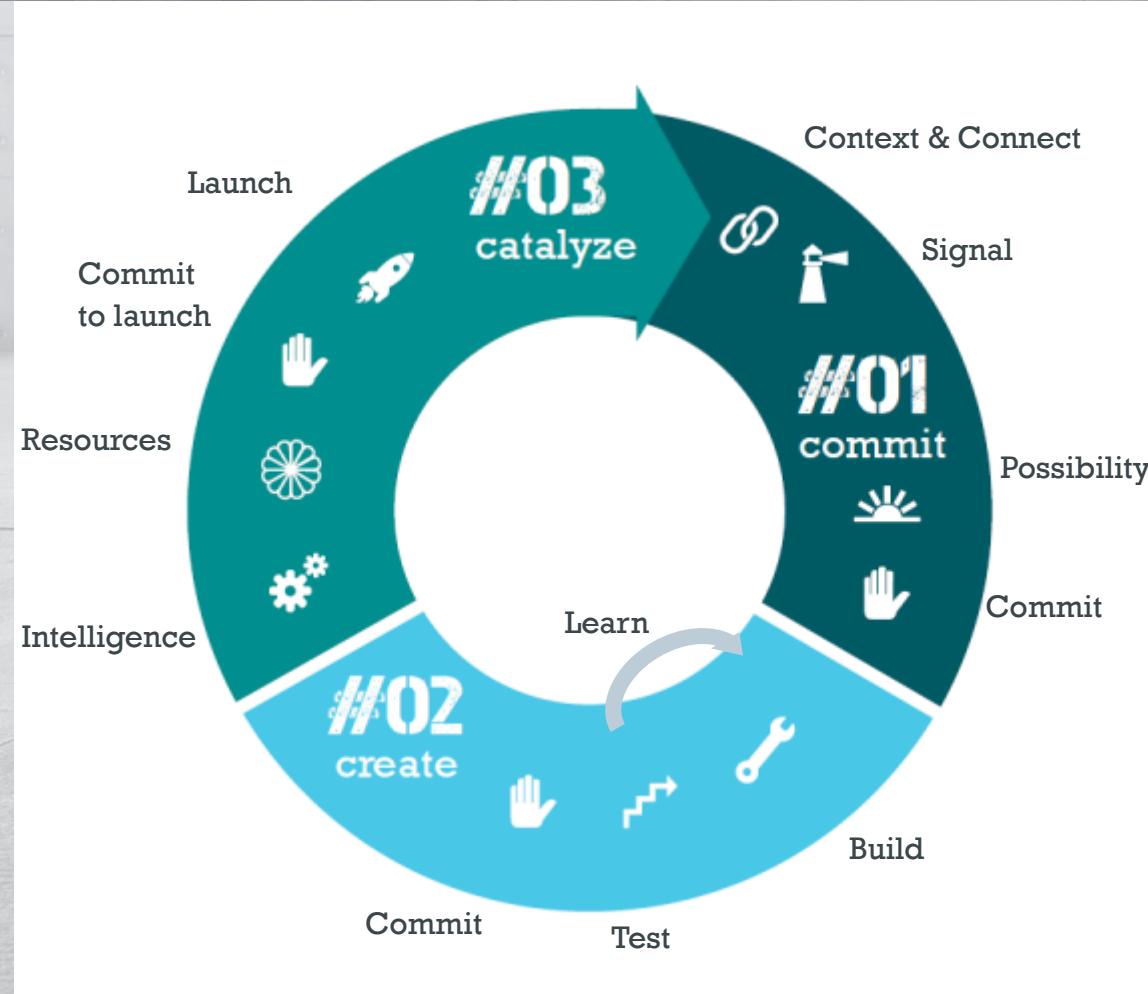


**Fertile Space** in  
inspiring location



**Relevant Network**  
to customers,  
resources and  
innovation ecosystem





**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

**SIEMENS**  
Ingenuity for life



**232**

Applications

**34**

from countries

**38 → 8**

Chosen  
Intrapreneurs      Teams

**8**

chosen on-site Mentors

38 intrapreneurs | 8 mentors | 7 days over 7 weeks | From bold vision to validated business concept

## Module #1: Commit & Explore

Date: March 22 – March 23, 2018

Location: Munich, Design Offices



- 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

Date: April 11– April 13, 2018

Location: TUM Applied AI Lab, Garching



- Refine ideas & create „concept“  
(Design Thinking, VPD, BizMoC, etc.)
- Prototyping mindset and ideate via first mockup
- Research & expert sparring
- Build prototype(s)
- **Test & validate most critical hypothesis with customers**

## Module #3: Catalyze

Date: May 07 – May 09, 2018

Location: Siemens AI Lab + HQ, Munich



- 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

# 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>**



**Ilaria Carrara Cagni**

Siemens AG  
Corporate Technology  
University Relations

[ilaria.carrara\\_cagni@siemens.com](mailto:ilaria.carrara_cagni@siemens.com)



**Christoph Krois**

Siemens AG  
Corporate Technology  
Technology and Innovation Management

[christoph.krois@siemens.com](mailto:christoph.krois@siemens.com)

# INTRAPRENEURS BOOTCAMP



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