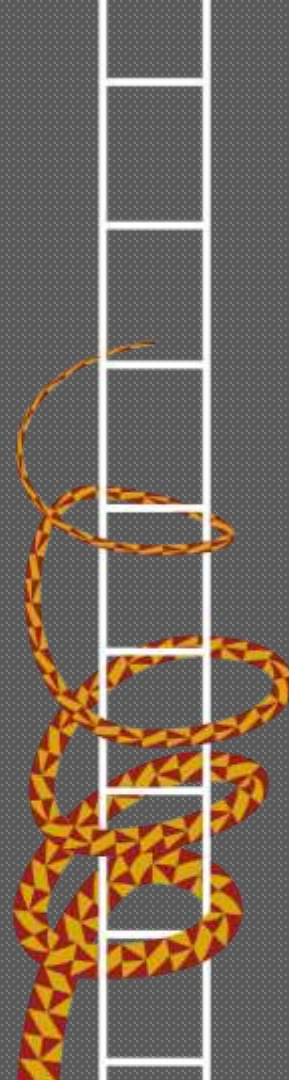
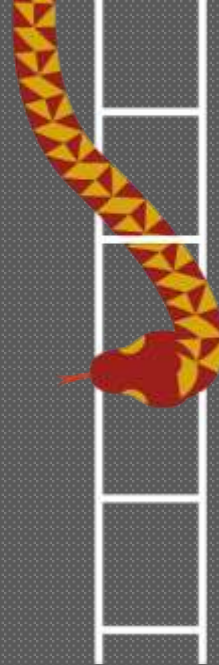


The Innovation Journey

A game of snakes and ladders





Laura Turkington

Global Innovation Lead at
Vodafone Group May 2018



Strategy Change

Our new innovation strategy
is more focused on
collaborating with startups



Vodafone
Ventures



Investments

Launched in
2000

Vodafone
Ventures team
disbanded





↑
Launched
in 2011

↑
Provide
technical
expertise

↓
Closed in
2014



Expanded



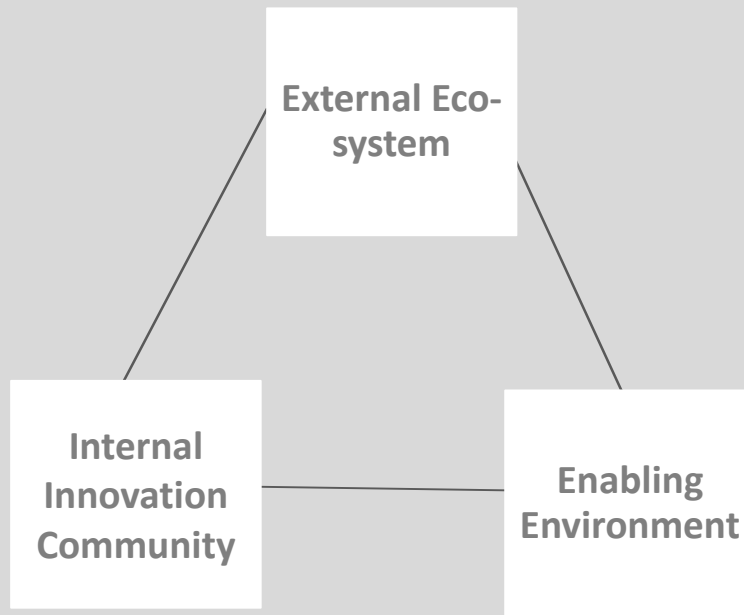
Ambition



Innovation Function at

Vodafone Group

Our new innovation strategy is more focused on collaborating with startups



**The
innovation
journey**

1

**Defining
the need**

2

**Finding the
solution**

3

**Match-
making**

4

**Establishing
partnerships**

5

**Influencing
culture**



1

Defining
the need



Demand-led



Qualify



Don't
speculate



2

Finding the
solution



Decision maker
/ budget



Scouting
agency



Perception



No sponsor



3

Match-
making



The push
model



Showcases



Start-up
safari



Audience



4

Establishing
partnerships



Ambassadors



Stay
active



Start-up
directory



Quick
procurement
process



5

Influencing
culture



Take risks



Innovation
Community



New
opportunities



Measuring
& reporting



Find
champions



The Vodafone Dig

500,000

Identified top digital priorities and went digging for startups

100

Shortlisted startups were whittled down to a Top 100

20

Pitched in the Dragons Den for votes and opportunities to pilot

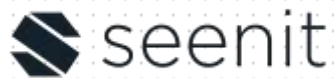
10

Winning startups to pitch at Unbound, and 9 in active pilots





Start-ups



Key learnings along the journey

Speculate on opportunities which are aligned to a **real business** needs

Find **budget** and a champion for each pilot

The **push model** didn't work

Start-up safari – need skin in the game

Remain relevant in the conversations

Have a quick **procurement process**

Moving too fast without buy-in may hinder progress

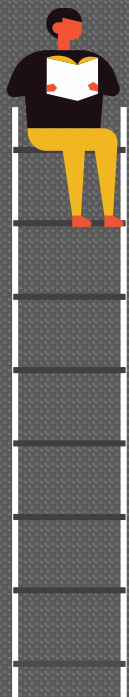
Some doors will remain closed – **find the champions**





What does the
future hold?





Thank you



