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**Deloitte.**  
**Digital**

# Post-It To Prototype in 60 minutes!

Welcome.

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**Welcome to post-it to prototype in 60 minutes.**

**It's not your normal breakout session...**

Who we are.

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**We're a rapid, low-risk way for clients to discover, design and launch new propositions and ventures with confidence.**

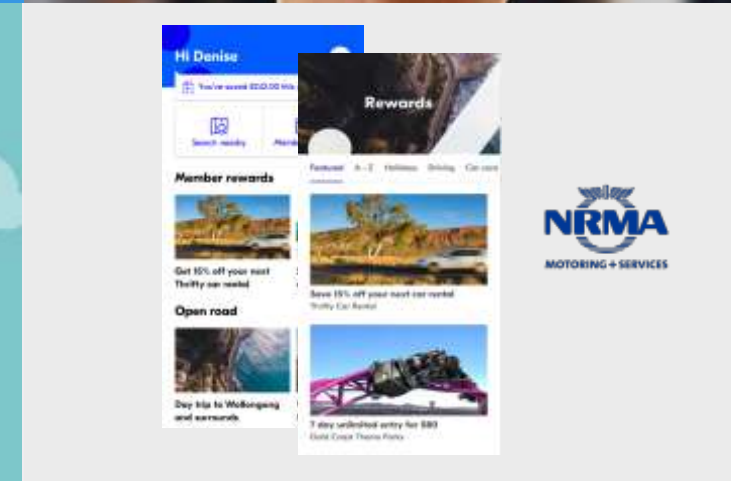
**Winning new propositions are a compelling combination of...**

- Product or Service
- Customer Experience
- Business Model

**...that meet customer needs, have a clear business rationale, and can be delivered to market.**

Stuff we've launched.

Here are a few propositions we've helped to launch.



## Principles.

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**Every innovation challenge is different. But we've found that companies that design breakthrough propositions do 5 things well...**





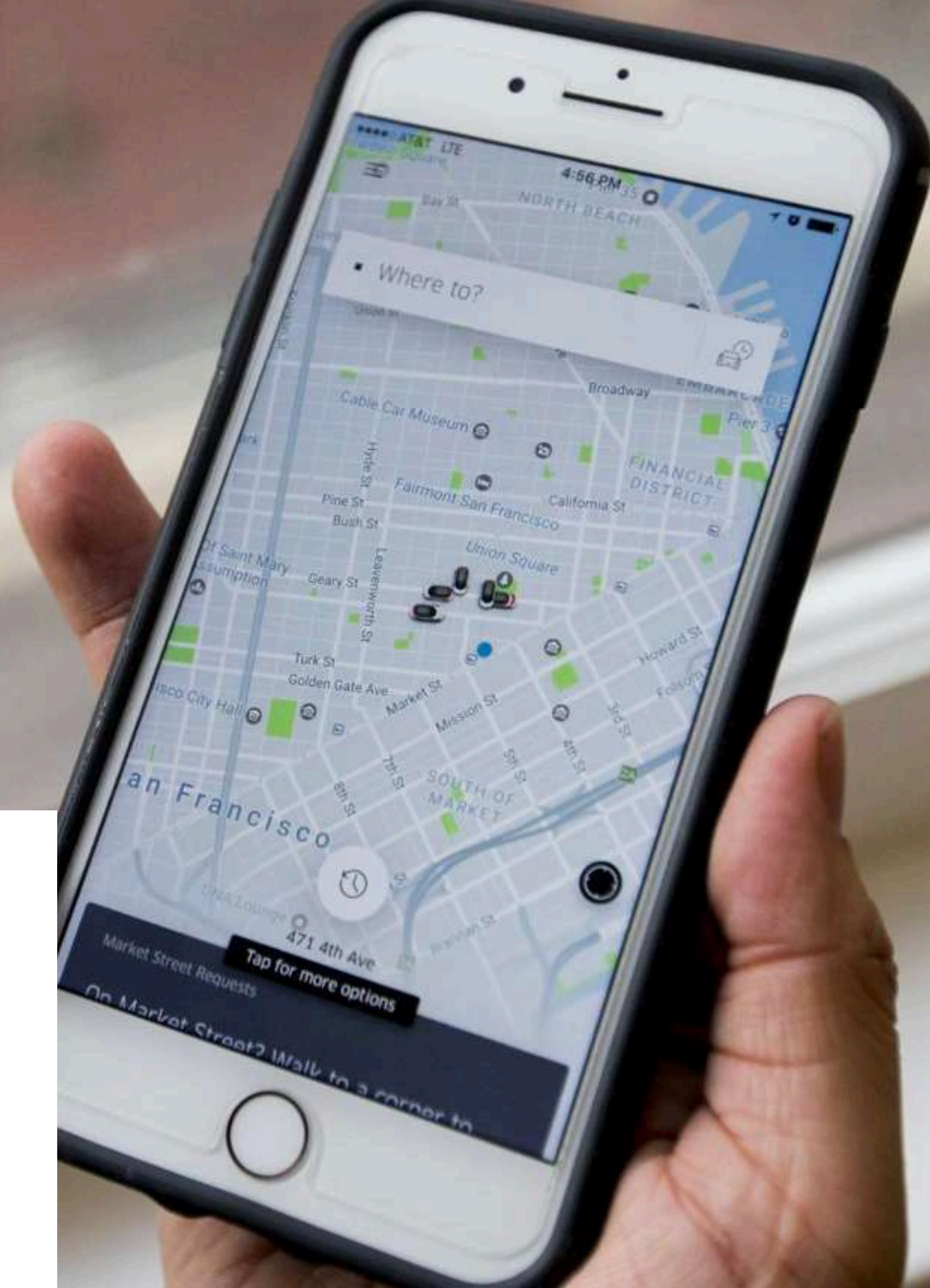
**Put customers at the heart of everything you do**



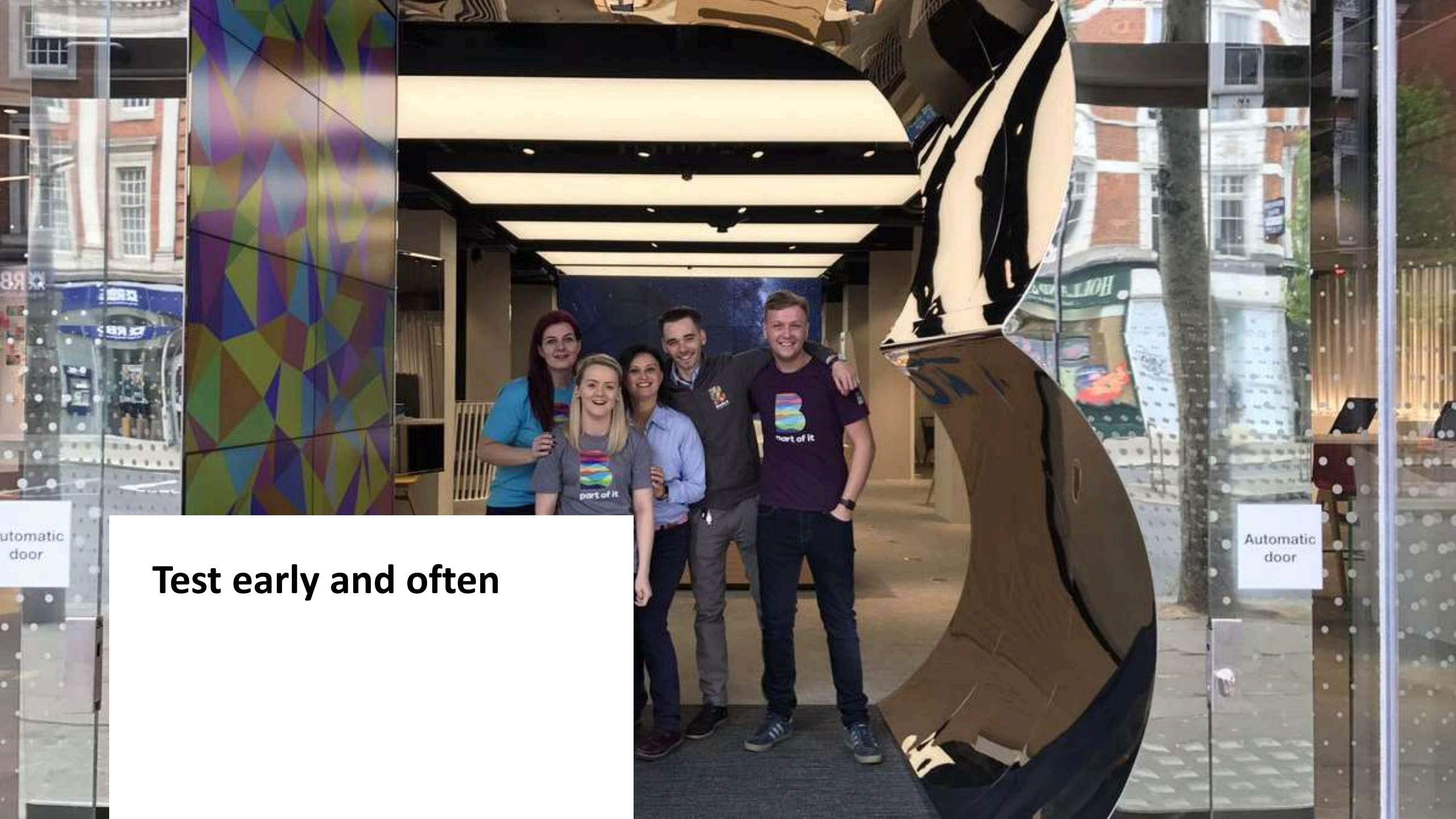
**Look beyond your industry  
for inspiration**



**Focus on solutions that are  
10x better, not 10% better**





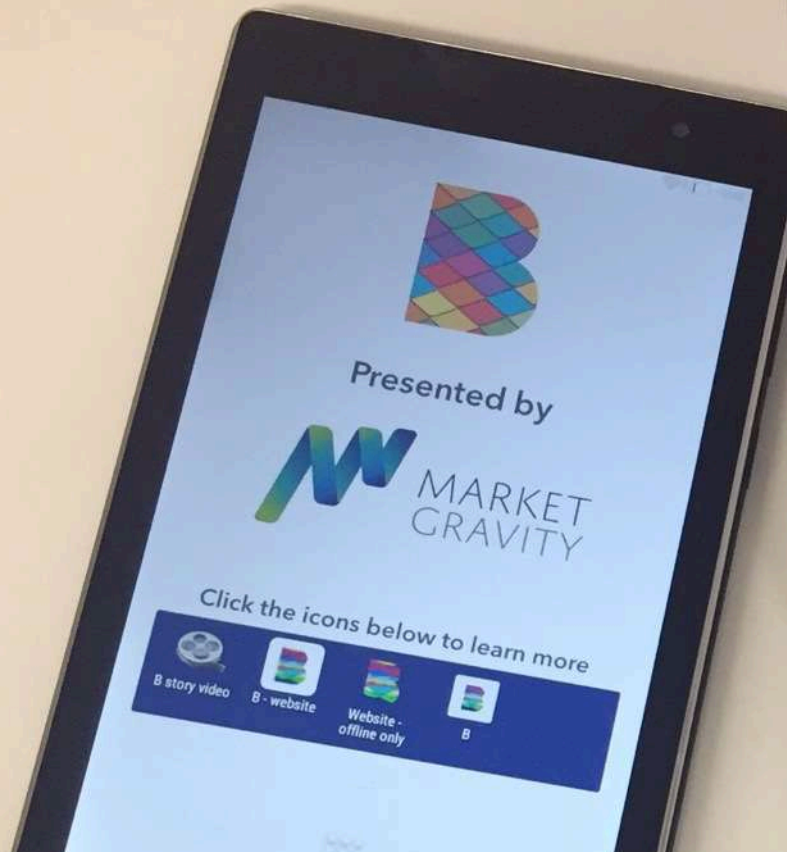


Automatic  
door.

Automatic  
door

**Test early and often**





**Take the business on the journey**



Above all else.

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**Innovation isn't innovation until it's launched.**

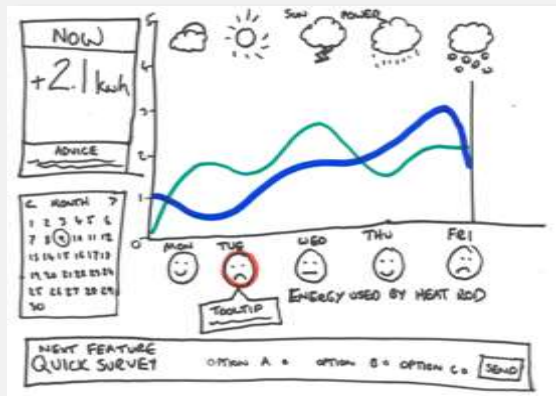
**#liveordie**



How we do it.

# We help companies accelerate innovation – from post-it to prototype in 60 days!

**Discover**  
(20 days)



Future Vision +  
High-Level Concepts

**Design**  
(20 days)



Detailed  
Proposition

**Deliver**  
(20+ days)



In-Market  
Pilot

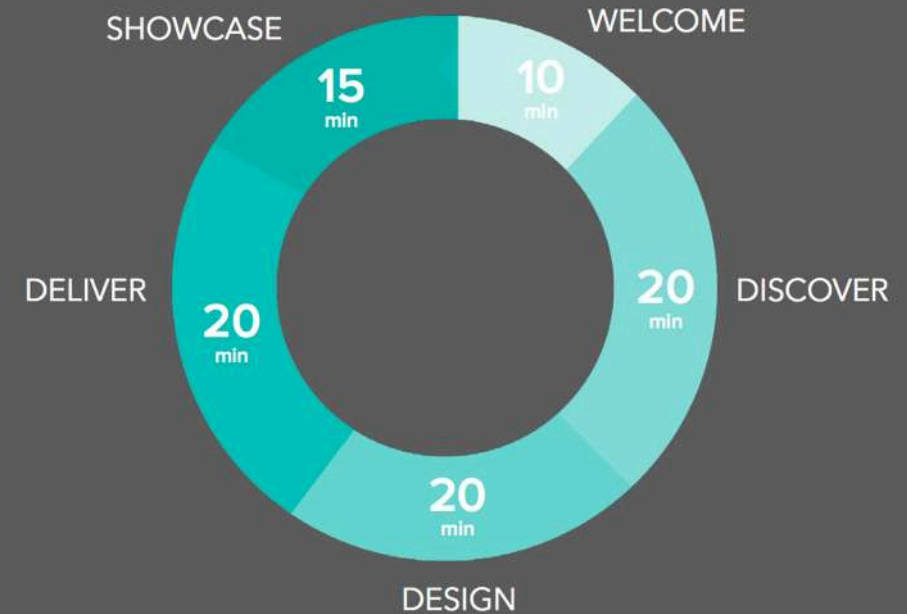
Today.

Today's going to be a bit different...

...welcome to post-it to prototype in ~~60 days~~ minutes!

# AGENDA

From Post-It to Prototype in 60mins



<u>WELCOME</u>	Introduction   Challenge
<u>DISCOVER</u>	Customer insight   Idea generation   Prioritisation
<u>DESIGN</u>	Features   Business model   Customer experience
<u>DELIVER</u>	Prototyping   Prepare showcase
<u>SHOWCASE</u>	Show and tell   Wrap-up



Facilitators.

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## Meet your facilitators for today!



**Robin  
Scarborough**



**Nik  
von Pueckler**



**George  
Phillips**



**Nick  
Skillicorn**



Your challenge.

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**Design  
a new proposition  
for business  
travelers....**



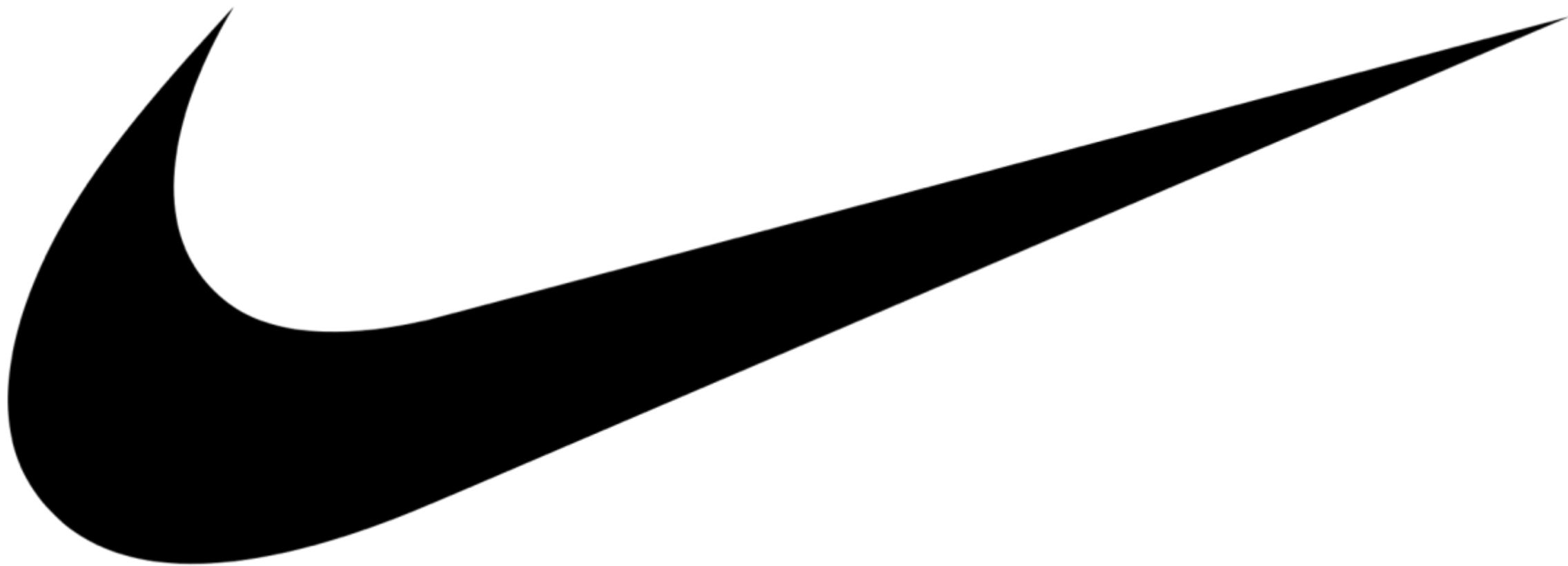
....delivered by a big business



**We spoke to three business travelers to better understand their needs and frustrations...**











FOUR SEASONS

*Hotels and Resorts*



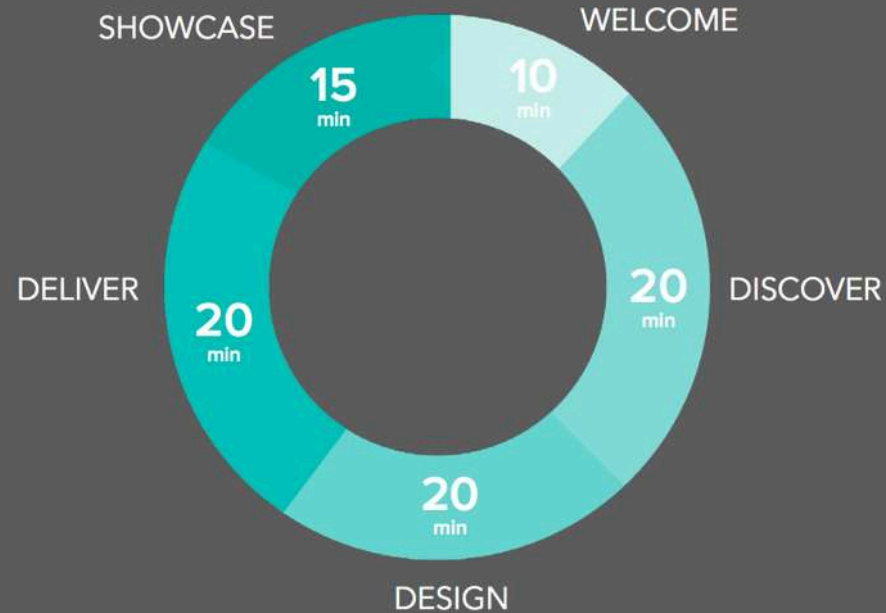
Uber

## Agenda.

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From Post-It to Prototype in 60mins



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