IP BEST PRACTICES

Innovation Lab

A best practice shared by InspiringPeople.

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Innovation Lab

Bringing the whole value chain — and capital providers — into the same room unlocks ideas that can actually be funded.

Key steps

Dare to connect customers and suppliers to innovate jointly. Invite key customers, key suppliers or industry start-ups, some of your own managers, and some venture capitalists.

Run a two-day session on a specific challenge, using hackathon-style workshops to work on several possible solutions and define a winning concept together — a concept people actually want to invest in.

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“Inspire to engage”