

INNOVATION LABS

GUIDANCE ON CREATIVE STRUCTURES & SPACES

Creating future revenue streams is a much different endeavor than growing current ones.

The best innovators realize the need and benefit of having dedicated resources, spaces, and structures earmarked for creative experimentation with new products, services, and business models...*away* from the main operation.

Done right, “innovation labs” can bear fruit in the form of transformative strategies, products, services, and processes. However, they must be conceived, structured, and introduced with great care.

I provide guidance on navigating issues such as:

- *How to avoid alienating the rest of the organization*
- *How to balance the innovation investment portfolio*
- *How to build and develop the innovation team*
- *How to strategically align innovation efforts*
- *How to integrate new concepts into the business*
- *How to monitor and measure return on innovation*

Advisory services are based on a daily rate. Long-term retainer relationships reduce rates significantly.

STARTUP ACCELERATORS

GUIDANCE ON RAPID OPEN INNOVATION

Today, the rate of change in technological innovation is accelerating, reducing barriers to entry to existing markets as well as the development of new ones. Market leaders are losing their dominant positions at an increasing rate. Too often they simply speed up to run the race faster, only to lose in the end to a more nimble opponent. But there is a better way.

More and more, leading companies like Disney, Intel, GE, and Samsung are leveraging corporate startup accelerators to stay ahead of the innovation curve.

Well-designed accelerators involve a cohort structure run over a fixed time period with challenging gates and significant coaching, as well as a clear exit point.

While accelerators can be very effective mechanisms for rapid innovation, they require deep expertise and discipline in order to avoid impeding progress.

Which is where I come in. I have designed and coached several successful corporate accelerators, and can apply that experience and insight to your initiative.

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MATTHEW MAY A D V I S O R Y

matthew.may@me.com | main: +1.805.230.2908 | direct: +1.805.279.0496

INNOVATION GOVERNANCE

GUIDANCE ON ALIGNING THE INNOVATION PIPELINE

Innovation is the implementation of creative concepts that are both novel and useful. Novelty comes from insight, usefulness from input.

And to be an innovative organization, you have to ask for innovation, assemble a group of talented people who are eager to do new things, and put them in an environment where innovation is expected.

It's that simple. And that hard.

What's needed is a repeatable innovation system that consistently and predictably guides creative concepts from inception to tangible commercial offer in alignment with the company's strategic goals.

My proprietary *Strategic Innovation System*, or SIS, is an effective approach to systematic innovation. It consists of three key drivers: *Governance*, *Generation*, and *Go-to-Market*.

When installed and embedded in the organization, the result is a well-aligned, highly productive pipeline of innovation...a value-creating machine.

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GO-TO-MARKET

GUIDANCE ON PRODUCT/SERVICE LAUNCH

Good ideas are everywhere. It's the ones that position you to win that are rare.

Winning ideas have a few things in common. They achieve the maximum effect with minimum means. They provide compelling customer value, often by subtracting something from the current experience—generally something viewed as excessive, confusing, wasteful, unnatural, hazardous, hard to use, or ugly. And they break a pattern, a convention.

Some people call that disruptive. They're right.

But ideas, even ground-breaking disruptive ones, remain merely concepts until they are not only proven, but brought to market. Perhaps the most differentiating feature setting winners apart from the crowd is the ability to ensure that fresh ideas see the commercial light of day.

My go-to-market insight is based on my product and service launch experience with market leaders like Toyota, Intuit, Wells Fargo, and Edmunds.com.

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