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Innovation Management

Foresight as a compass for impactful innovation

LEAD Innovation Management GmbH

November 24, 2021

Tanja Eschberger

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COO

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What is Innovation?

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Innovation =

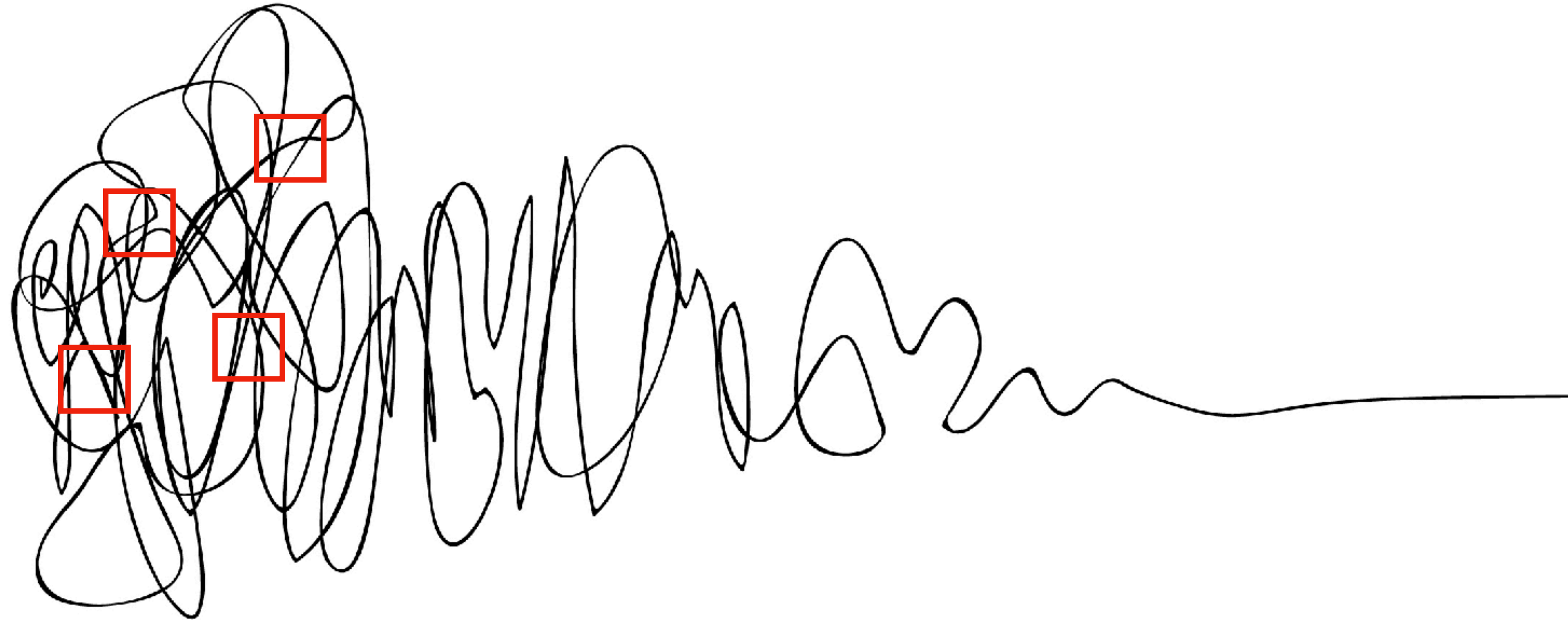
Invention + Market Success

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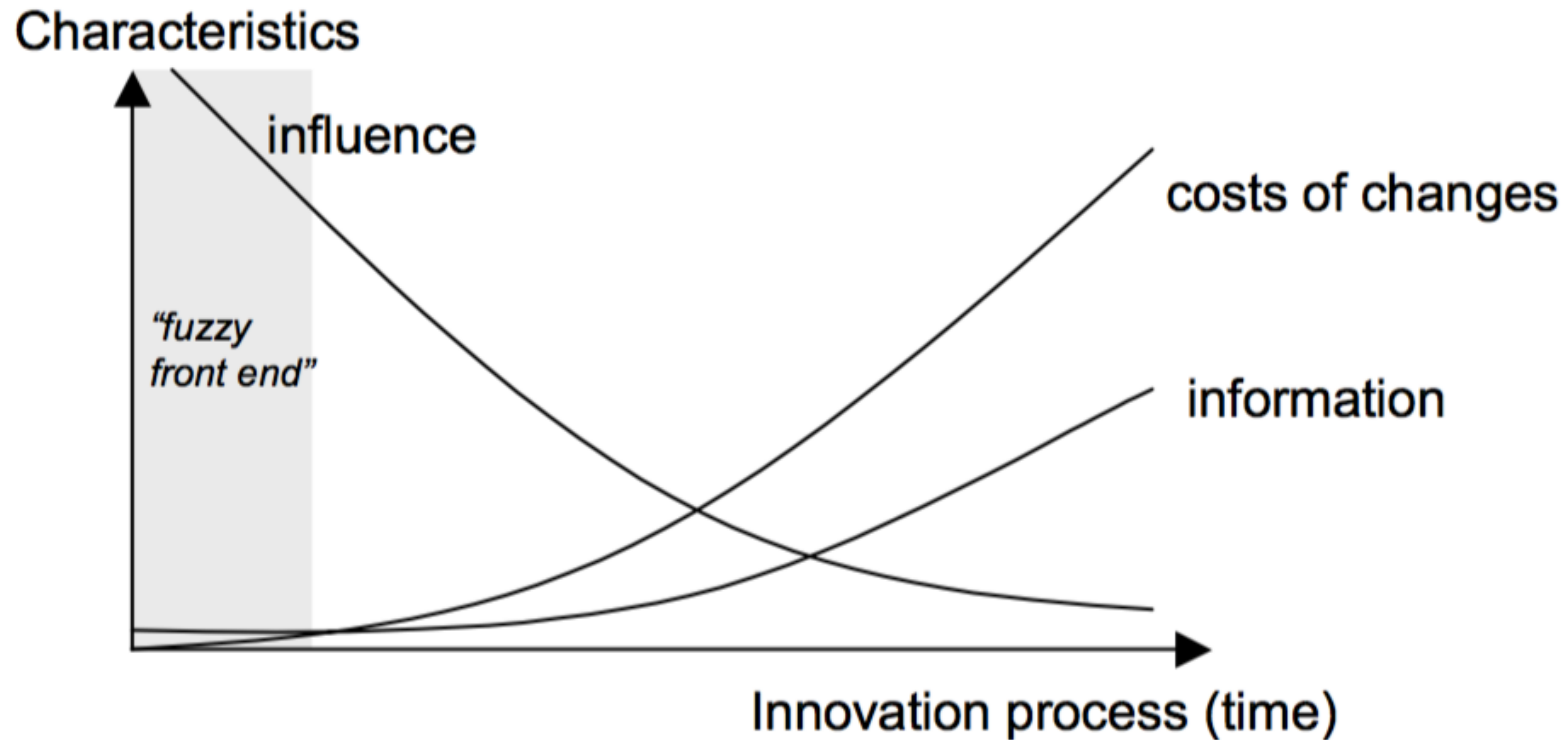
Managing the fuzzy front end

FUZZY FRONT END.



What?	Recognize & understand problems	Generate & develop ideas	Test concepts
Deliverable	Trends, problems & needs known & defined	Minimal Viable Products Pretotypes	Business model Market validation

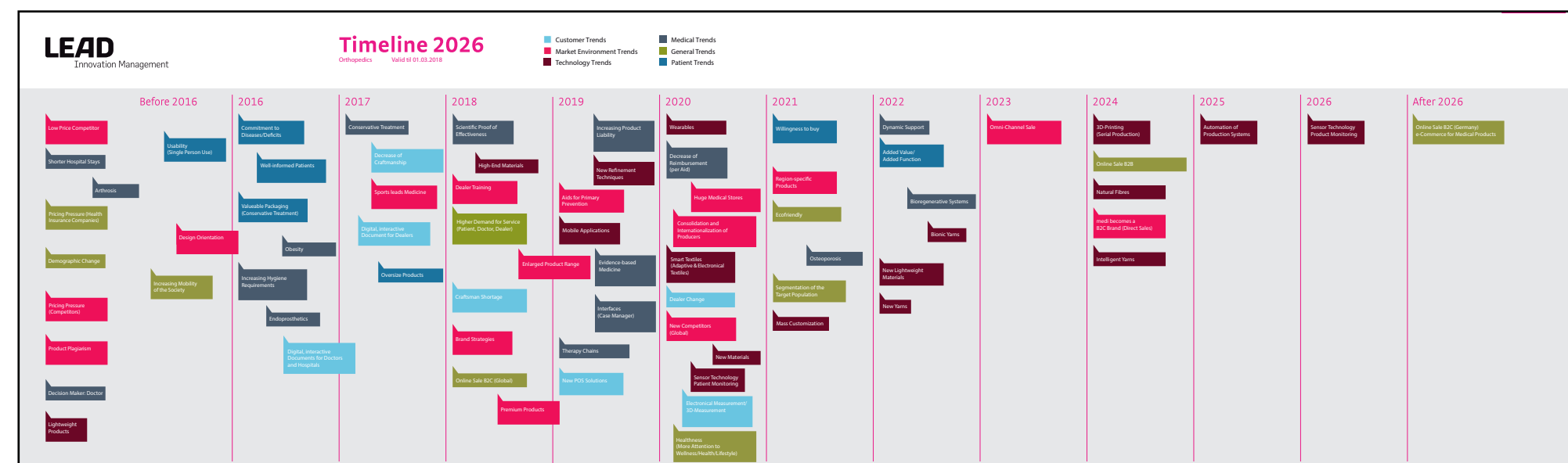
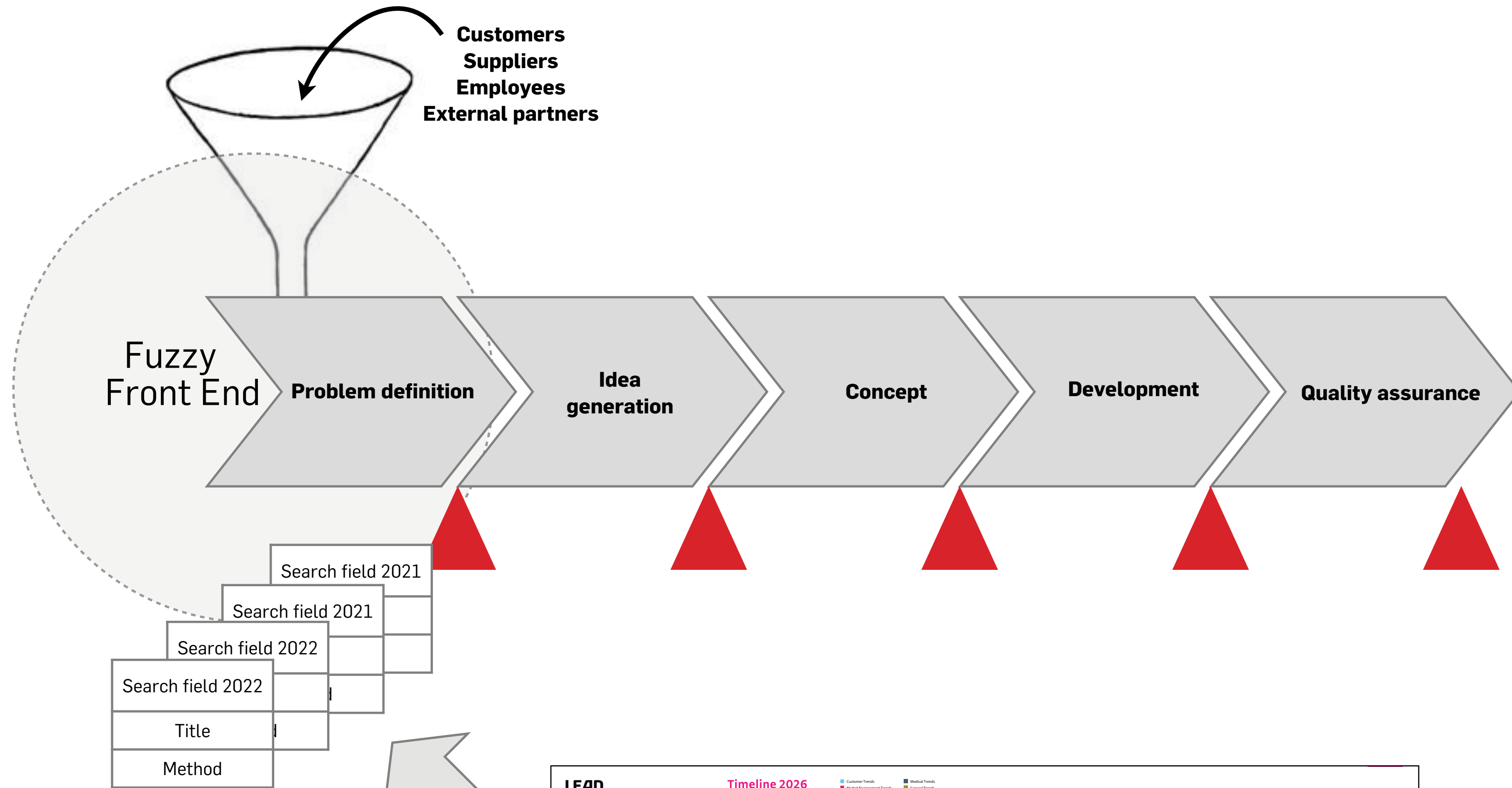
FUZZY FRONT END.



Possibility of influencing the outcome, costs of a change and availability of information in the innovation process
(von Hippel 1993)

FUZZY FRONT END.

Combination of operational strength and strategy



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**When will a certain trend or
technology become relevant for
my organization?**

Vienna

+ Add to My Locations

Today



6°
-1°

Thu 25th



7°
2°

Fri 26th



3°
1°

Sat 27th



3°
2°

Sun 28th



4°
0°

Sleet and a gentle breeze

Mon 29th



3°
0°

Tue 30th



3°
1°

Wed 1st



5°
3°

Thu 2nd



5°
3°

0600	0700	0800	0900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200	2300	0000 Mon
4°	3°	3°	2°	2°	2°	2°	2°	2°	1°	1°	1°	1°	1°	1°	1°	1°	1°	1°
50%	50%	51%	51%	50%	51%	53%	59%	60%	51%	40%	38%	40%	40%	38%	35%	31%	30%	31%
6	6	6	7	7	8	9	9	9	9	9	9	9	10	10	11	11	11	11

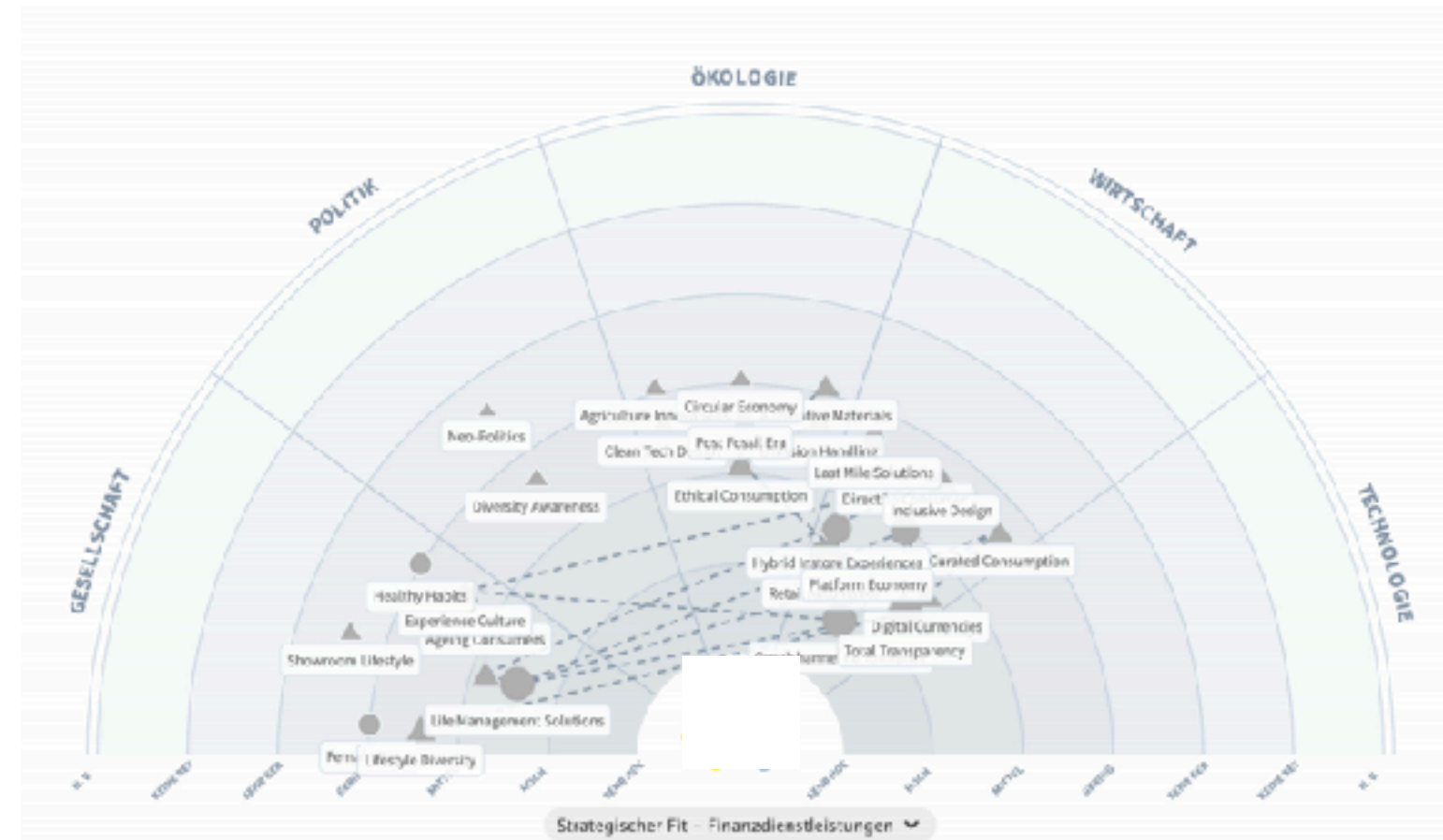
L UV

Sunrise 07:20 Sunset 16:05

EXAMPLE.

TRENDRADAR AND PLATFORM

Trend Radar (Makrotrends)



Strategic Fit

- No evaluation
- Very low
- Low
- Medium
- High
- Very high

Opportunity space

- Park
- Observe
- Act
- Implemented

Expected time of occurrence

- Now
- ▲ Medium-term
- Long-term

START ENTDECKEN RADAR TAG CLOUD

Suche ERSTELLEN

Feed Aktivitäten

Megatrends

- Exponential Industries
- Healthstyle
- Future Skillsets
- Woke Culture
- Conscious Eating
- Virtualisation
- Engineered Evolution
- Urbanisation

Support

Signals

All Types (7:9) News (501) Patent (113) RSS (5) Relevance

Search Sources

News Nov 22, 2019 2: 5 PM

Council Post: Four Keys To Future Mobility: Shared, Hybrid, Integrated And Electric

There are so many questions about the future of urban transportation (now called mobility). Most of them are focused on "when." When will fully driverless vehicles be mainstream? When will cities figure out how to manage dockless scooters and bikes?...

Source: [forbes.com](#)

News Nov 23, 2019 12:00 AM

Gridlock solutions envisioned with driverless cars, flying taxis and delivery drones

MIAMI Can anyone envision a future without gridlock? Yes, and many of those optimistic, innovative people gathered in downtown Miami on Thursday to share their plans for obliterating traffic, launching flying taxis, rolling out self-driving vehicles,...

Source: [chicagotribune.com](#)

News Jan 9, 2020 1:00 AM

CES: Hyundai, Uber team up to offer flying taxi service | Fox News

"Flying is exciting and being able to push a button and get to fly, it is a vision that a lot of folks have had for a long time," Wyatt Smith, head of business development of Uber Elevate told Fox News. This week at the Consumer Electronics Show in...

Source: [foxnews.com](#)

News Sep 16, 2019 11:45 PM

Stress on Natural Gas Market

The coronavirus outbreak could put the natural gas markets in Europe and Asia under severe stress due to the curbing of liquefied natural gas (LNG) imports by China, Fitch Ratings says. This could significantly delay the supply-demand rebalancing expected in 2020. The credit impact will depend on the duration of demand loss and any contract price renegotiations.

Source: Fitch Rating

natural gas market europe asia

Rating

Potential Impact: Very High

Disruptive Potential: High

Likelihood of Occurrence: Very High

Vollen Inhalt sehen? jetzt registrieren!

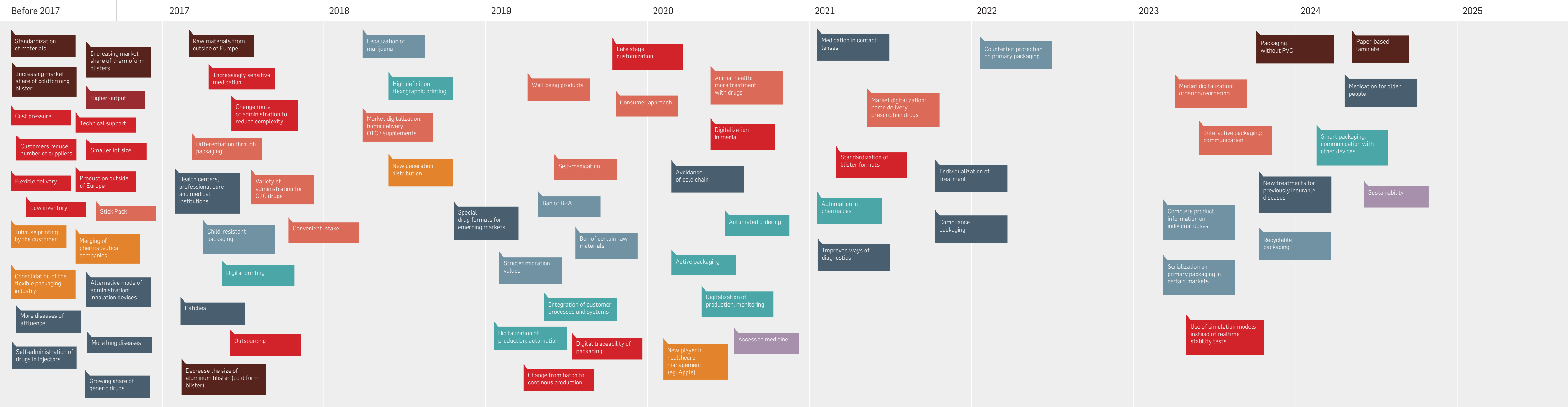
EXAMPLE.

TREND TIMELINE

TIMELINE 2027

Best before December 2018

- Component / Material
- Machine Manufacturer
- Customer
- Consumer
- Industry
- Medical
- Legal
- Technology
- General



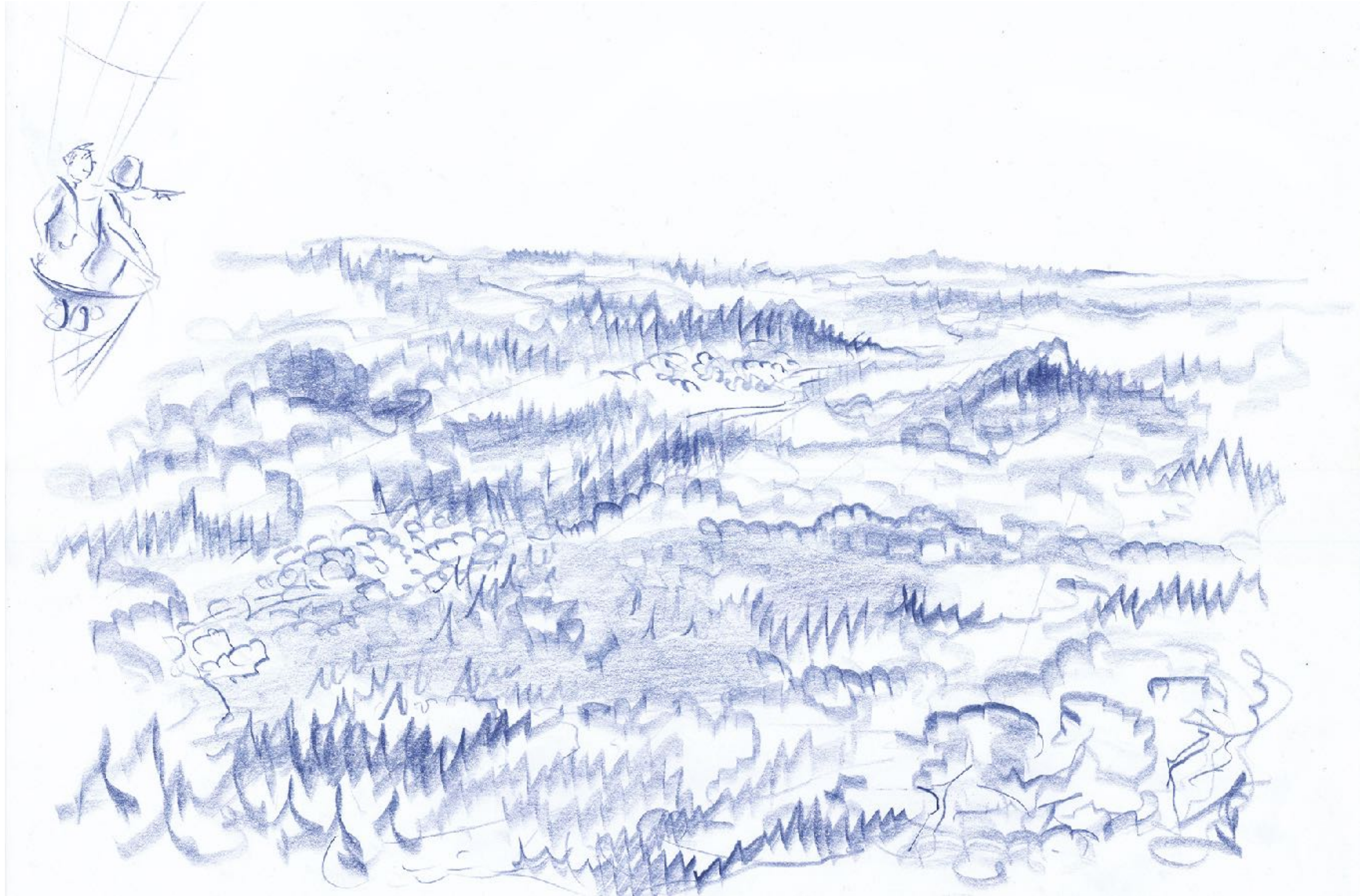
Search field

= Task derived from trends to develop an innovation in a defined area

- Time horizon
- Type of innovation
- Degree of innovation
- Target group

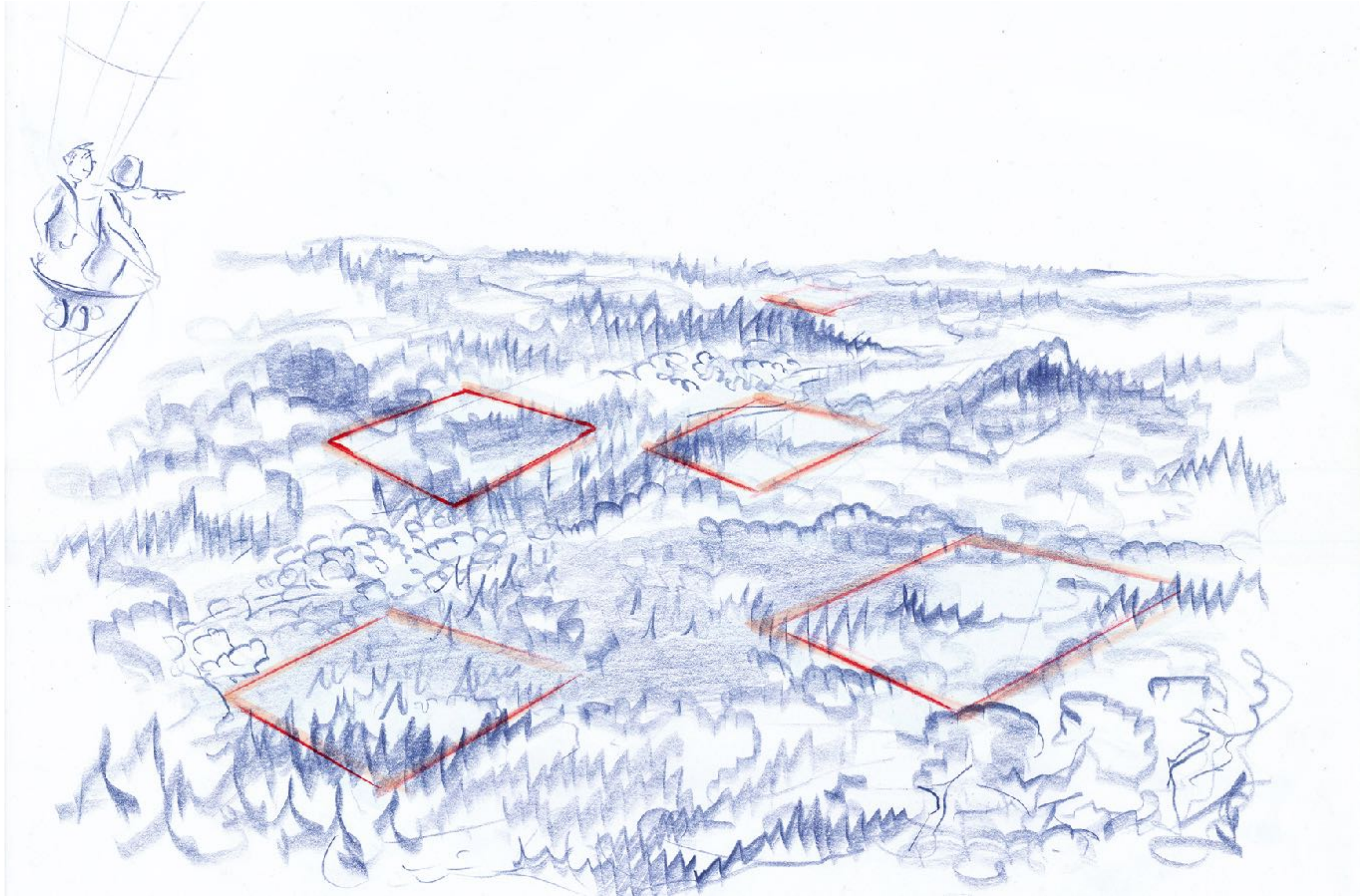
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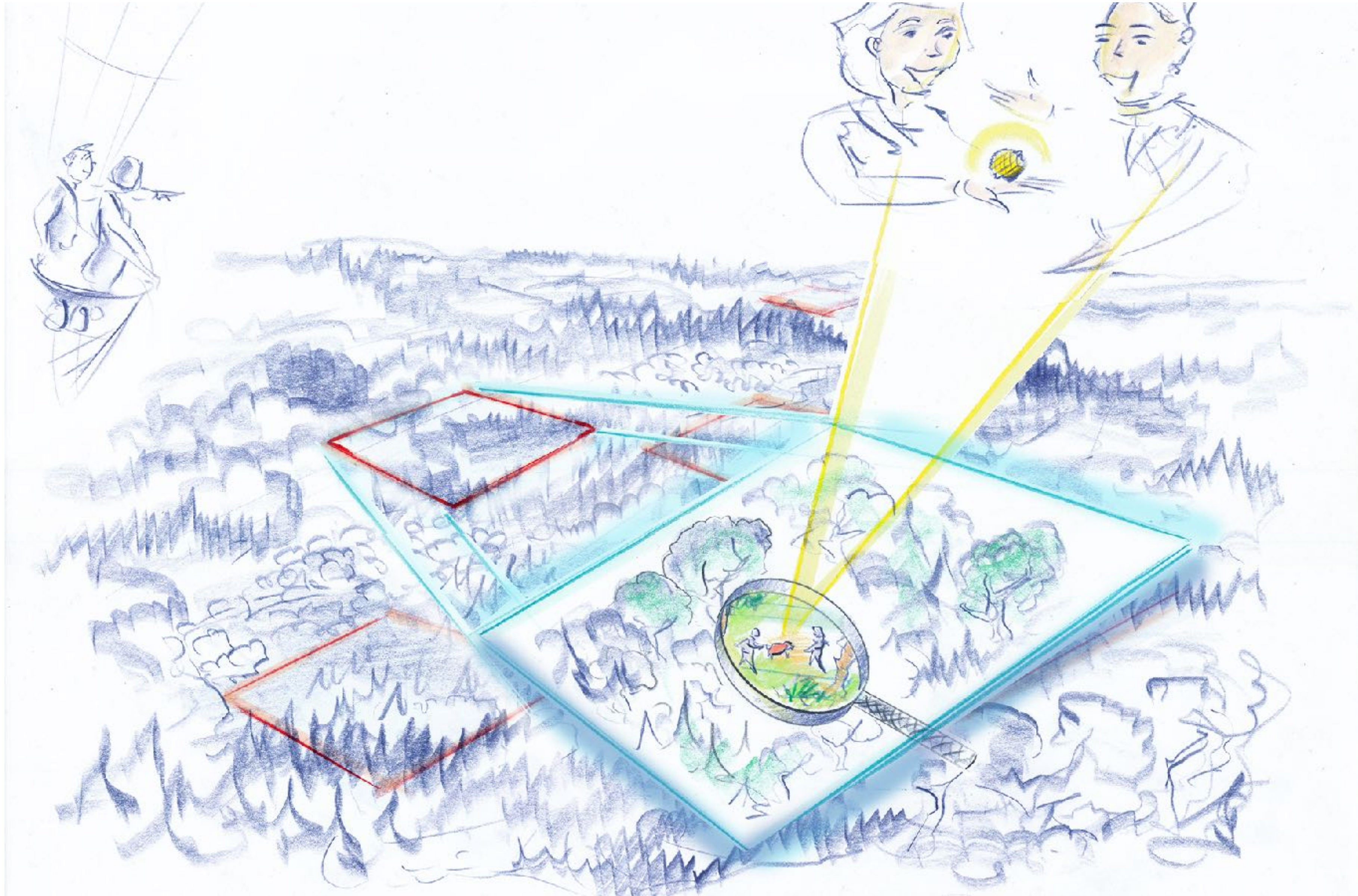
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CONTACT.

You have questions?

You can contact me at any time.

Stay curious,

Tanja ESCHBERGER



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„LEAD, unless you want to follow!“

Bill KING _ Head of R&D Samsonite & LEAD User

Stay curious,

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