New Business Factory: from Catching Opportunities to Business Experimentation

PRACTICE
INNOVATION

SECTOR
Automotive

MISSION DURATION
12 months

Overview

Our client, a Tier 1 Automotive Supplier, aims to leverage internal assets to deploy a hypothesis-driven approach to explore future business potentials.
KEPLER developed a structured business experimentation framework and implemented a hypothesis management approach, driving user and business-centric innovation for sustainable growth.

Our Approach

Context

Generating and transforming opportunities into concrete Innovation / new business candidates ready to transfer to existing or to be created business unit for industrialization & scale-up

Gathering internal ideas through Innovation challenges

Connecting with innovative ecosystem (VC, startups) worldwide to organize ideation workshop, catching early-stage opportunities, fastening the experimentation curve

Objectives

Inventing New Business while leveraging your internal assets (Industrial, Know-How, Footprint,…)

Fostering Innovation in a very mature business to explore tomorrow’s potential businesses

Deploying an approach based on hypothesis management (Technical, Market, Business)

Methodology

1 **Internal diagnostic of the as-is Innovation Framework**

2 **Setup a dedicated team for New Business / Innovation activities with specific training**

3 **Explore**

- Asset mapping, Open Innovation, Innovation Challenge

4 **Investigate**

- Voice of Customer and Pain Point Analysis, Business Model Analysis, Partner identification, Technical Assessment

5 **Experiment**

- Go out of your R&D building to experiment, KPIs tracking (Technical, Business, Market)

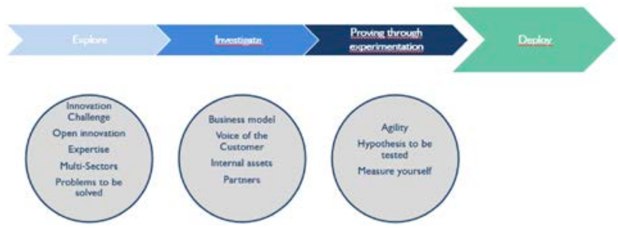
Levers and Tools

User & Business Centric Approach

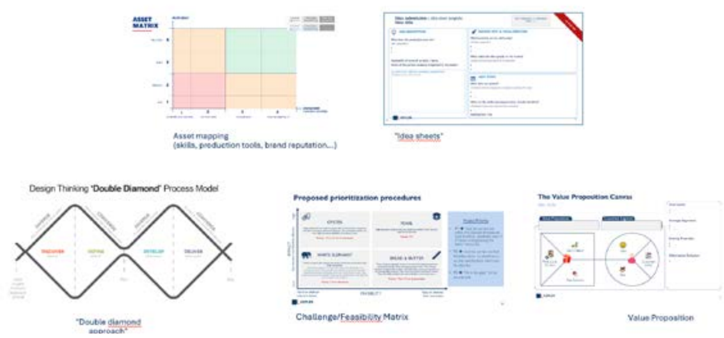
Asset Mapping

Open Innovation

Overall Approach



Approaches & Tools



Results

Dedicated team setup with specific training

More than 100 Ideas Generated

10 Opportunities Investigated

2 Business Experimentation Launched

1 New Business Engaged

“With our “New Business Factory” offer, we assist companies in exploring new business opportunities, experimenting with them quickly while leveraging both their internal assets and a policy of Open Innovation.”

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