INNOVATION BOOTCAMP

BOSCH
INNOVATION
CONSULTING
Evidence-based innovation @ scale

Innovation Bootcamp

Get rock-solid training on how to describe, test, and validate new business ideas

What you can expect

- get an in-depth training on state-of-the-art methods and tools of corporate innovation

- learn how to use those methods in order to find and validate repeatable, scalable and profitable business models

- benefit from the hands-on knowledge of the Bosch Innovation Consultants, being innovations practitioners in various industries

Duration: 5 days

Type: Training with interactive workshop parts

Target Participants: innovation team members and future innovation coaches

Format: on-site or virtual

Required Level of experience: Basic

BOSCH
INNOVATION
CONSULTING
Evidence-based innovation @ scale

Innovation Bootcamp
From Concept Preparation until Validation

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Kickoff Introduction to Business Model Innovation **Ideation** How to generate business ideas? How to select the right ideas? **Customer Development / Business Model Thinking** What is a business model? Which different kinds of business models do exist? Who are my customers and what are their needs?	**Customer Discovery** What is a value proposition? How does it differ from an idea? Why will people want your idea? **Testing Hypotheses** How to map your assumptions by relevance and confidence? How to test if your hypotheses are correct? How to validate your business idea? What are "Metrics that Matter"?	**Customer Segmentation** Who is the customer, user, payer? How are they different? Why do they buy? How can you reach them? Who are the people involved in your customer's decision-making process? **Customer Interviews** How to prepare and conduct customer interviews? How to ask the right questions? How to identify Must-Have vs. Nice-to-Have problems?	**Customer Interviews + Role Play** Best practices on how to prepare and conduct customer interviews including Role Plays **Market Size** How to estimate your market potential? Are you solving a big enough problem? What's your scaling logic?	**Competitor Analysis** Who is the competition? How does your customer solve the problem today? Iteration of BMC & VPC, Testing Hypotheses (Experiments) **Stakeholder Management & Friction** How to get buy-in from your management? How to overcome resistance against new ideas?	**Success Factors for driving evidence-based innovation @scale** Best practice sharing on how to drive innovation within a corporate environment **Wrap-up and Q&A** What have we learned about corporate innovation?
Tools Ideation Methods, Business Model Canvas, BM Pattern Cards	**Tools** Value Proposition Canvas, Test Cards, Hypotheses Mapping	**Tools** Customer Ecosystem, Decision Diagram, Interview Guideline	**Tools** TAM/SAM/TM, Petal Diagram	**Tools** Stakeholder Map, Friction Report	

Bootcamp Style: Working Sessions & exchange with practical exercises

BOSCH
INNOVATION
CONSULTING
Evidence-based innovation @ scale