

Innovation Activation

Audience



New Situations

Could your current audience use your service or product in new ways?



Targeting

Can your existing service or product be applied to new audiences?



Crowd Sourcing

Are there opportunities for personalisation, deeper involvement or co-creation?



Enhance Relationship

Can you cross-sell, upsell or increase frequency? Can you drive loyalty?

Capability



Adding Value

Can you improve the product, materials, service or the way the value is marketed?



Structure & Process

Can you change how the product is created, how the service is delivered or how the business is configured?



New Distribution Channels

Can you go online, direct, pop-up, through affiliates or global?



Lock Out

Is there a proprietary process, ingredient or product you can trademark, patent or protect? Can you add barriers to switching?

Context



Innovation Platform

Are there ongoing innovation processes? How will you take advantage of the next opportunity?



Partnerships

Are there complementary partners that can bring value, leads, experience or distribution?



Diversification

Can you horizontally and vertically integrate?



Exclusivity

Can you leverage reputation and create scarcity or uber-premium value?