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Porsche Consulting Innovation Lab

Berlin, 29.06.2021

Porsche Consulting

Why Berlin?

Startup Hot spot in Europ



Germans creative town No. 1



Capital town of Street Art



Diverse Urban live



Berlin Wall Gallery




Numerous Museums & Galleries

Opening



You want to be doing as many experiments per unit time, as many experiments per day, per week, per month, per year as you can, because that's how you get invention, that's how you get innovation. **Innovation is all about maximizing the rate of experimentation.**

Jeff Bezos, CEO
Founder Amazon

An aerial photograph of a sailboat on a dark, choppy sea. The boat is oriented vertically, with its mast and rigging visible. A small orange lifebuoy is floating in the water near the stern. The water's surface is dark blue with golden highlights from the sun.

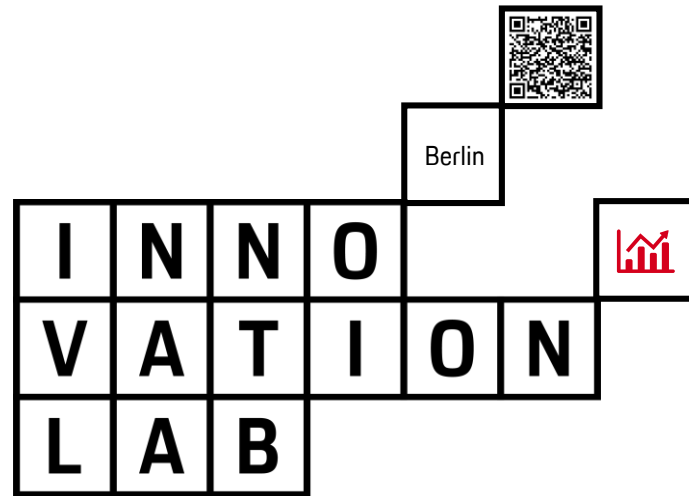
**While the majority of companies
think they are customer-centric,
only 11% of their customers agree
on this “fact”**

HBR

**And in “fact” 61% of customers
switches brands based on poor
customer centric.**

MHP

INNOVATION LAB | The platform for co-creation and accelerated decision making



Porsche Consulting

THE CENTER OF EXPERTISE

Combination of

- CONSULTING EXPERIENCE with expertise in
- DESIGN and TECHNOLOGY to realize
- INNOVATION



INCREASED SPEED

Make decisions in hours and days, instead of weeks or months



FULL REMOTE WORKING

Execute all archetypes of workshops fully remote and interactive



WITHOUT SILOS

Create alignment and ownership with co-creation and fast iterations



BETTER OUTCOME

Solve problems in radical new fashions, and achieve tangible value

WE
ENABLE
TEAMS
TO REALIZE
THE VALUE
OF DIGITAL
INNOVATION

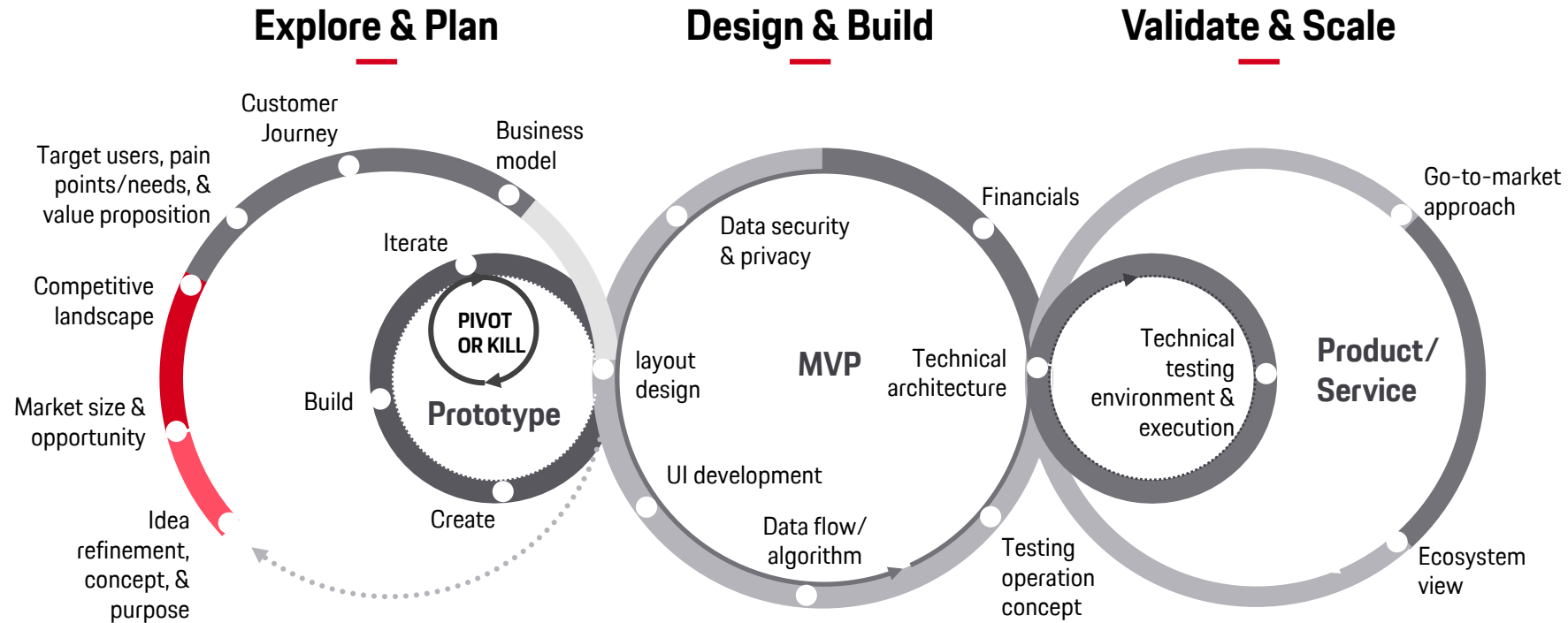
Co-creation is critical

Speed is essential

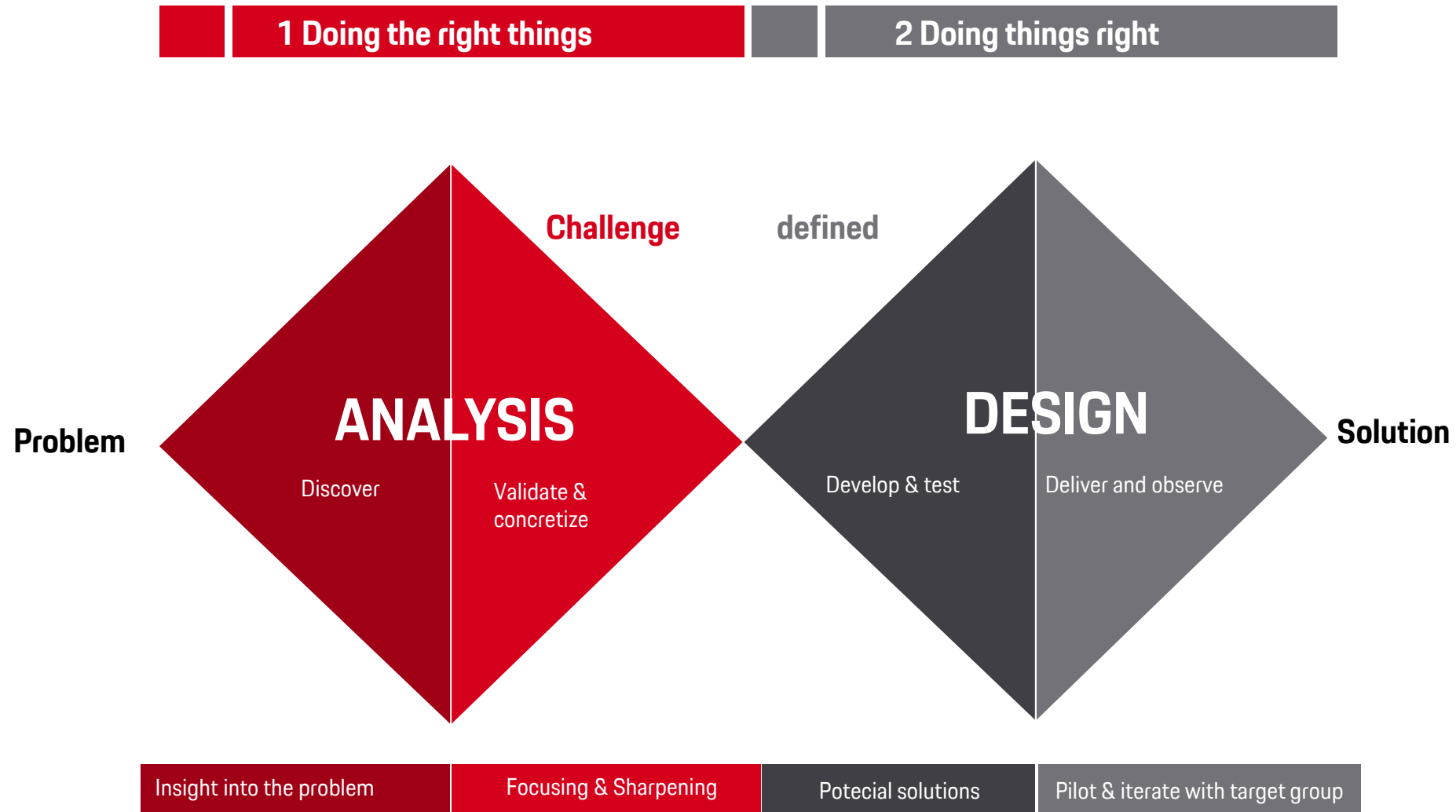
Openness is required

Customer-centricity is key

In a multi-phase iteration procedure to the final product



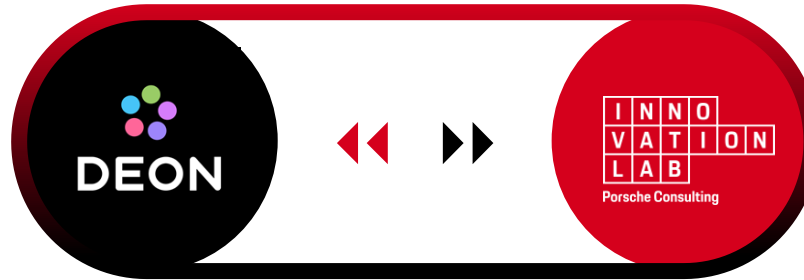
Proven basic principle for successful results!



A proven combination

DEON

a visual collaboration platform
to ensure maximum
efficiency which helps us
to achieve more results
in a fraction of the time



INNOVATION LAB

combines proven methods, immersive
environment, and Porsche Consulting
expertise to transform our clients'
toughest challenges into their future
competitive advantages

EFFICIENCY GAINS

-40%

PREPARATION

-40%

DURATION

-90%

RE-WORK

HOW WE DO IT

METHODS

200+ proven
design methods

ENVIRONMENT

Seamless Cyber-physical
workspaces

EXPERTISE

Cross-functional team and
an ecosystem of partners


Impressions of a creative environment



**Porsche Consulting's
INNOVATION LAB has helped
us to achieve double the result
in half the time. It's a
completely different way of
working in a digital lab.**

Dr. Matthias Schubert
Executive Vice President,
TÜV Rheinland

We support you across industries from strategic vision to intelligent implementation

 Industry overlapping	Focus Area	Possible topics in our INNOVATION Lab
	Corporate Development	<ul style="list-style-type: none">• Accelerated strategy development and decision making• Visualization of Global Operating Models, Development of a Vision
	Digitization & Innovation	<ul style="list-style-type: none">• Hack business model• Design and validation of digital products/services
	Quality	<ul style="list-style-type: none">• Support of quality process mapping & Q-Gate validation• Simulation of warranty and goodwill costs
	People & Culture	<ul style="list-style-type: none">• Leadership training and development• Immersive workshops on new technologies
	Research & Development	<ul style="list-style-type: none">• Quick definition of requirements• Workshops for cost reduction with visual "mapping"
	Procurement	<ul style="list-style-type: none">• Joint "performance reviews" of suppliers• "Spend cube" - data-based spending analyses
	Production & Logistics	<ul style="list-style-type: none">• Collaborative, visually supported factory planning• Smart Factory (I4.0) use case design
	Sales, Marketing & Service	<ul style="list-style-type: none">• Development of brand and sales strategies• Innovation in the customer lifecycle with immersive co-creation

Exemplary example | From a rough idea to a concrete service concept in 3 days

Exploratory sprint

Objective

Exploration of value creation opportunities along the customer ecosystem and concretization of first service concepts

Work results

- Aligned team to Problem/solution space
- Value creation opportunities along the customer orientation
- Two service concepts incl. user stories, business models and prototypes
- Roadmap to Proof-of-Concept (PoC)

Environment

- Preparation: 5 days (PCON internal)
- Lab Sprint: 3 days (customer + PCON)
- Cross-functional team: C-Level, Innovation, Sales, Service, Engineering
- Size: ~12 participants + customers

Day 1

- Welcome & Dive into the Pre-Results
- Revise and crystallize sprint goals and sprint outcomes.
- Definition of the design challenge
- Analysis of the customer journey based on immersive experience sessions
- Assess stakeholder perspectives and derive value opportunities
- Validation of opportunities with invited customers/users and user research.
- Team dinner for exchange and transfer

Day 2

- Summary of customer needs, opportunities and brand attributes.
- Co-creative ideation from value opportunities & pain points.
- Selecting the best ideas and building a "Unique Value Proposition" (UVP)
- Concretization of the EIAs in the direction of digital services
- Framing with PR-FAQ (business model, KPI CX, competitor check)

Day 3

- Introduction to "storytelling" and preparation concept video
- Development of UI and a prototype
- Redesign of the service portfolio
- Planning of the measures and the roadmap for the way to the PoC
- Consolidation of the tasks to be completed
- Follow-up & reflection of the sprint



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Strategisch denken. Pragmatisch handeln.