

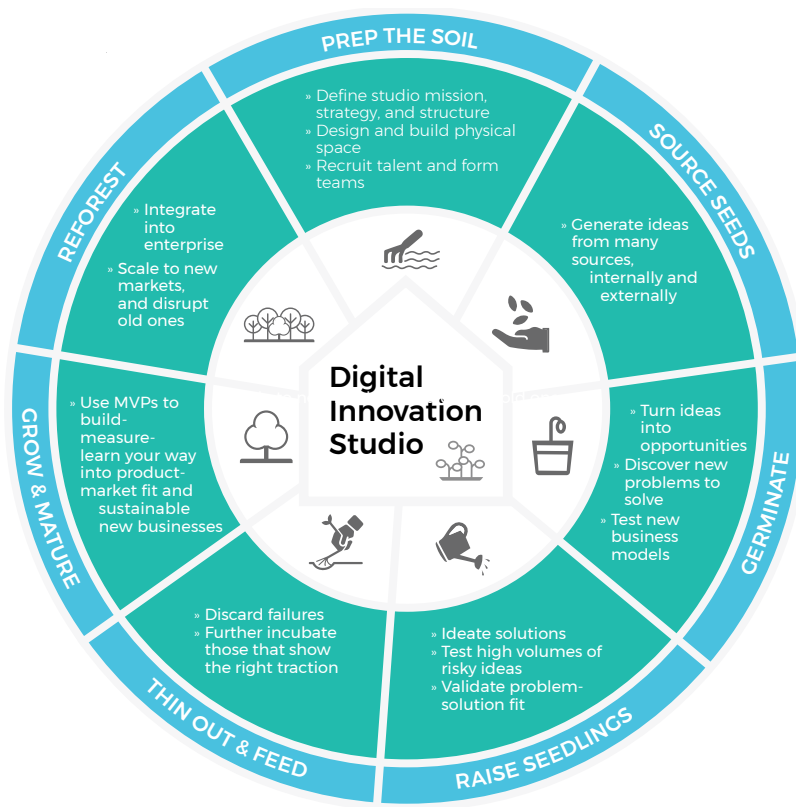
# Digital Innovation Studio

An environment dedicated to delivering market disruption and breakthrough products to secure the future of your enterprise

Is product development too busy delivering new features to innovate? Are sales and marketing teams so focused on near-term goals that it's jeopardizing your enterprise's longer-term future? While most business divisions are optimized for executing on known business models, leading enterprises need to experiment with market innovations rapidly and continuously.

If your organization is missing the capabilities to **continuously generate innovative ideas, determine which will be breakthroughs, and quickly convert them into sustainable new business**, then it's time to invest in a solution.

SolutionsIQ's Digital Innovation Studio provides a structured environment inside your enterprise that is dedicated to rapidly conceiving new disruptive products and services, validating markets for them, and shepherding them to market fit. Our Digital Innovation Studios are part design studio, part startup incubator, part product development, and part investment fund.



Digital Innovation Studio  
Your Greenhouse for Disruptive Outcomes

# Digital Innovation Studio



## Studio Principles

In the studio, the principles of **Lean Startup, Customer Development, Design Thinking, Agile and DevOps** are the only mode of operation. Our studios are completely separate from other functions of the organization, typically with separate infrastructure, hand-picked leaders and teams, reporting structure, and even location. The efforts within the studio also enable you to **learn what works for you and then transfer these new skills back into the rest of your organization**. Your teams and our coaches will operate under the following principles:

- Market shifts are unpredictable.
- Small entrepreneurial teams create enormous value.
- New markets are winner-take-all.
- Speed of learning is the only remaining competitive advantage.
- For each breakthrough success, there may be a thousand failures.

## Benefits

Your innovation studio will enable you to **develop the capabilities to continuously innovate** in a constantly changing world including:

- Spin in promising ideas, spin out proven businesses
- Diversify and better manage your innovation investment portfolio
- Provide a safe environment that supports risk taking and innovation
- Limit risk to your existing product lines, to your brand, and rest of the organization
- Unlock and retain hidden entrepreneurial talent within your organization

## What's Next?

Starting a Digital Innovation Studio is a long-term investment. SolutionsIQ can help in each step along the way.

### Together we will:

- Develop an innovation strategy and investment plan
- Build a studio management model
- Implement a launch plan
- Source ideas from internal and external inputs
- Train and coach people in disruptive innovation techniques

## About SolutionsIQ

SolutionsIQ, an Accenture company, is the leading Agile **transformation and innovation consultancy**. We guide our clients to become learning organizations capable of adapting at the speed of market change, consistently delivering high-quality products and services, and thrilling customers. We help technology-driven organizations **outlearn and outperform their competition**.