

IPx nr 50 hosted by Doberman – The State of Innovation in the Corona Crisis



Innovation
Pioneers

DOBERMAN®



Elin Ankerblad
Managing Director
Doberman



Susanne Fuglsang
CEO/Innovation Catalyst
Innovation Pioneers



Johan Dovelius
Strategist
Doberman



Kristoffer Lundholm
Strategist
Doberman



David Lillewarg
Strategist
Doberman



Albert Cordenius
Design Director
Doberman



Anna Strömberg
Business Developer
Doberman



Klara Leander
Business Developer
Doberman



Johan Verkruyssen
Business Developer
Doberman

Innovation

More urgent than ever



The Corona Crisis



Political tensions



Climate Crisis

Innovation

More urgent than ever



Joint efforts to create a vaccine



Global strive for development



Active roadmaps for transformation

Innovation

More urgent than ever

Find ways!

Share experiences!

Support each other!

Explore partnerships!

An action after today's session

Find ONE person you would like to chat further with.

Book a remote walk n' talk – a nice morning, lunch or after-work walk.

Agenda

1. Check in
2. Doberman?
3. The state of Innovation in the Corona Crisis
4. Intro to breakout sessions:
 - 1) A leap towards sustainability
 - 2) First mover positioning

**** 10 minutes Break ****
5. Breakout sessions
6. Reflections from breakouts
7. Wrap up and thank you!

Practical Ground rules

Big questions, short of time

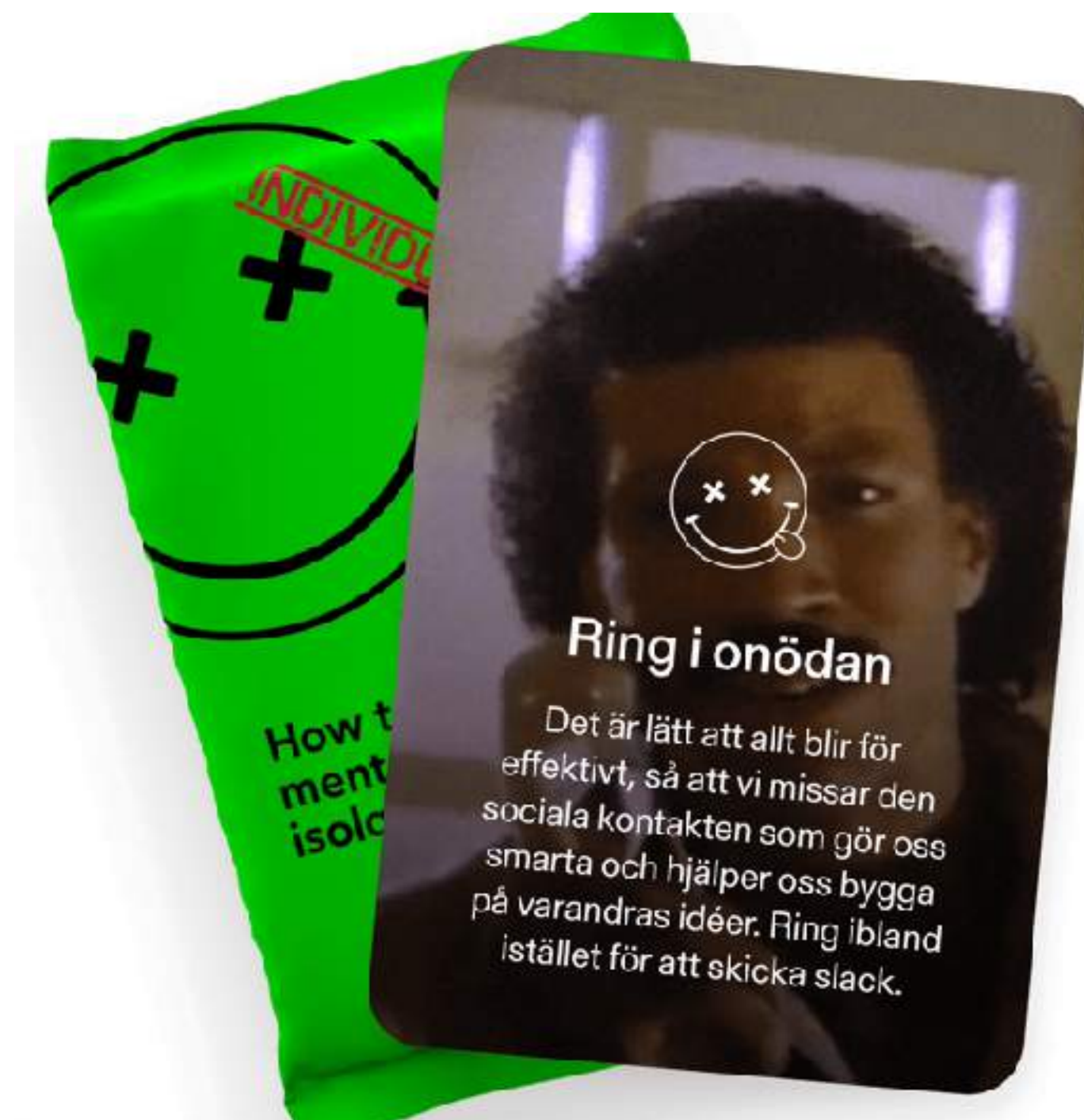
An agenda planned by minute

Use the chat for questions or comments

Turn of the mic when not speaking

Problems of any kind: use the chat to get help from **Albert!**

Let's check in!





In this new reality,
the most valuable
part of my day is ...

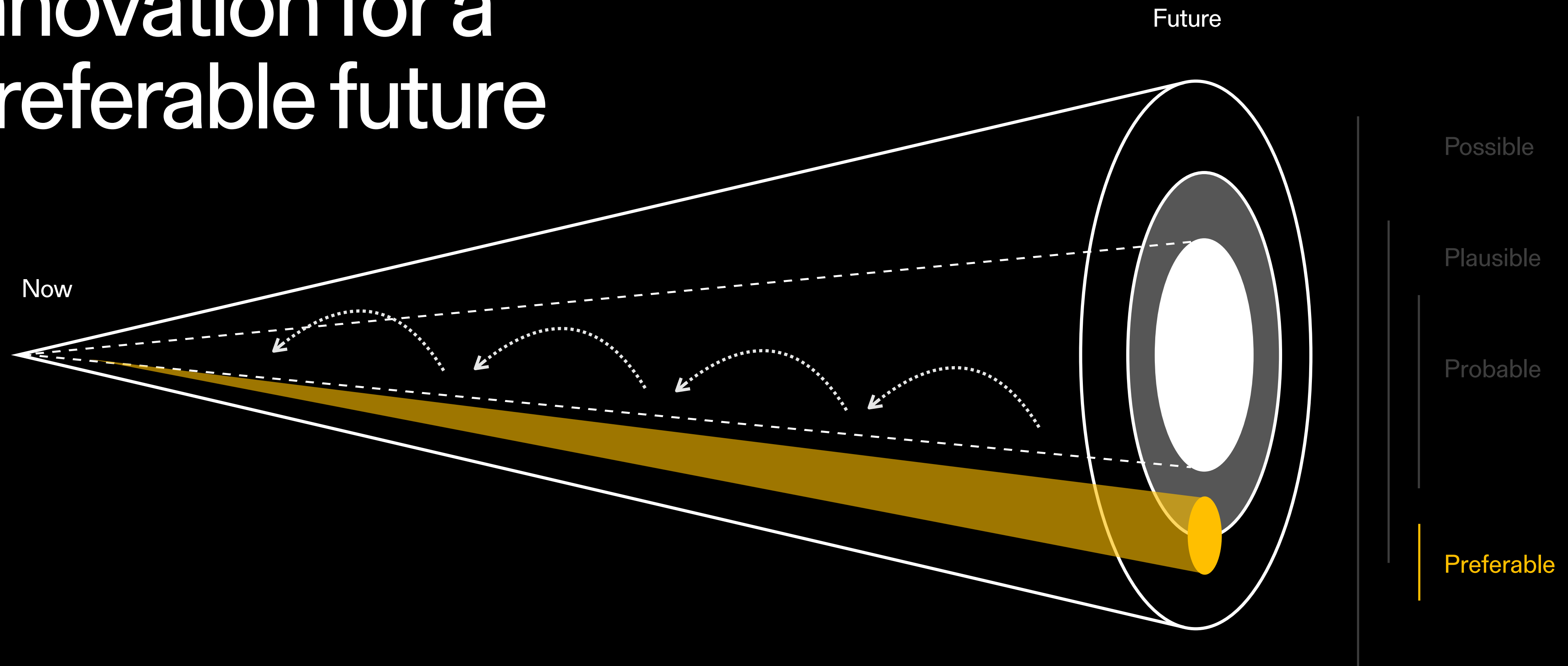
Write your answer in the Teams
chat.

We use design to push the world forward.

- An international design and innovation firm founded 20 years ago
- Home to 100 strategists, designers and engineers
- Studios in Stockholm, New York and a think tank in Berlin
- Recognized as the Best Place to Work & Best Digital Design Firm in Sweden
- A part of EY



Innovation for a preferable future



1

Identify and prioritize opportunities together with sector experts

2

Build artifacts manifesting your preferable futures

3

Backcast to identify each step to connect the future back to the present

We believe that wowing people is serious business

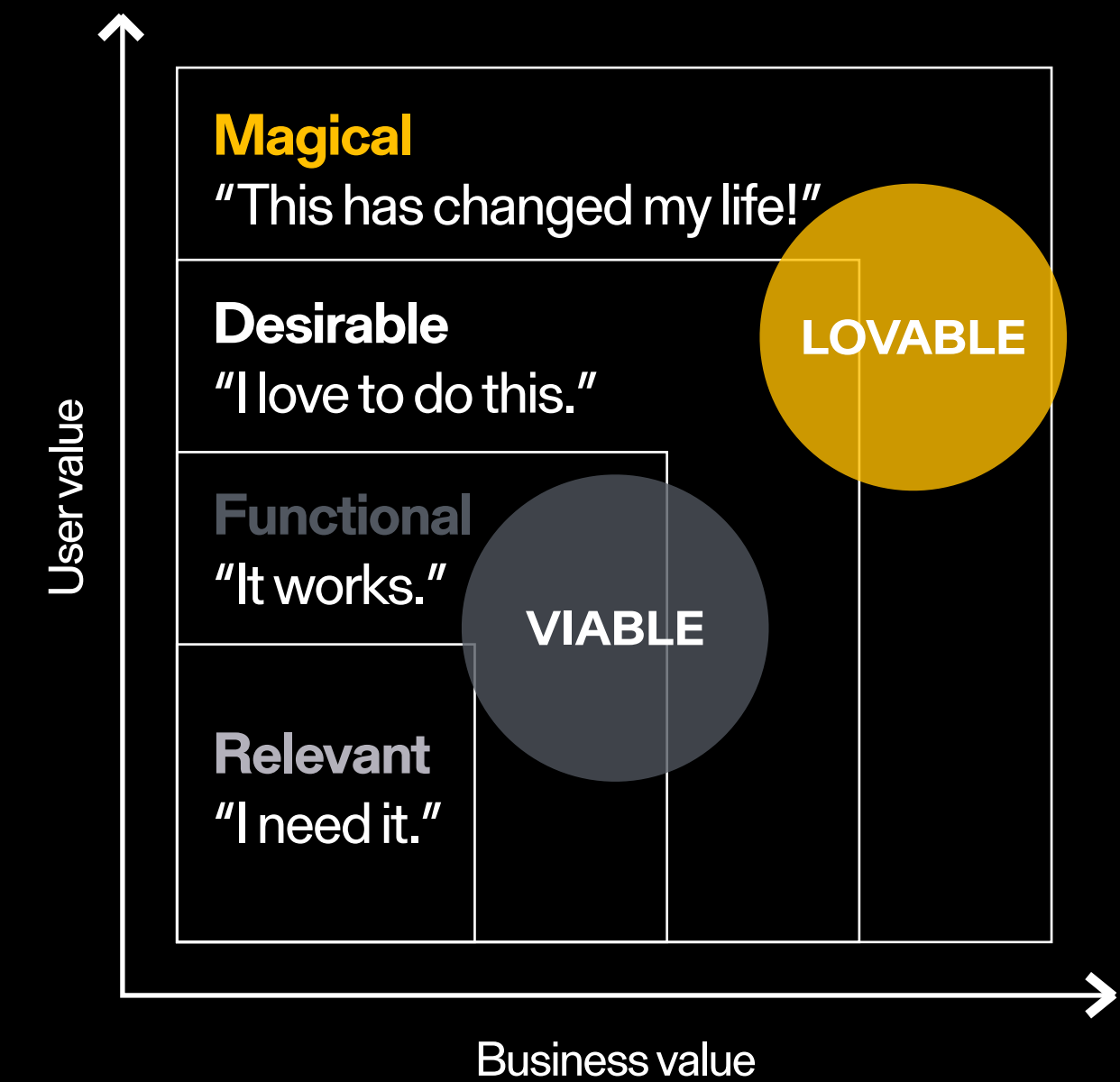
Celebrate complexity
bring all aspects to the table



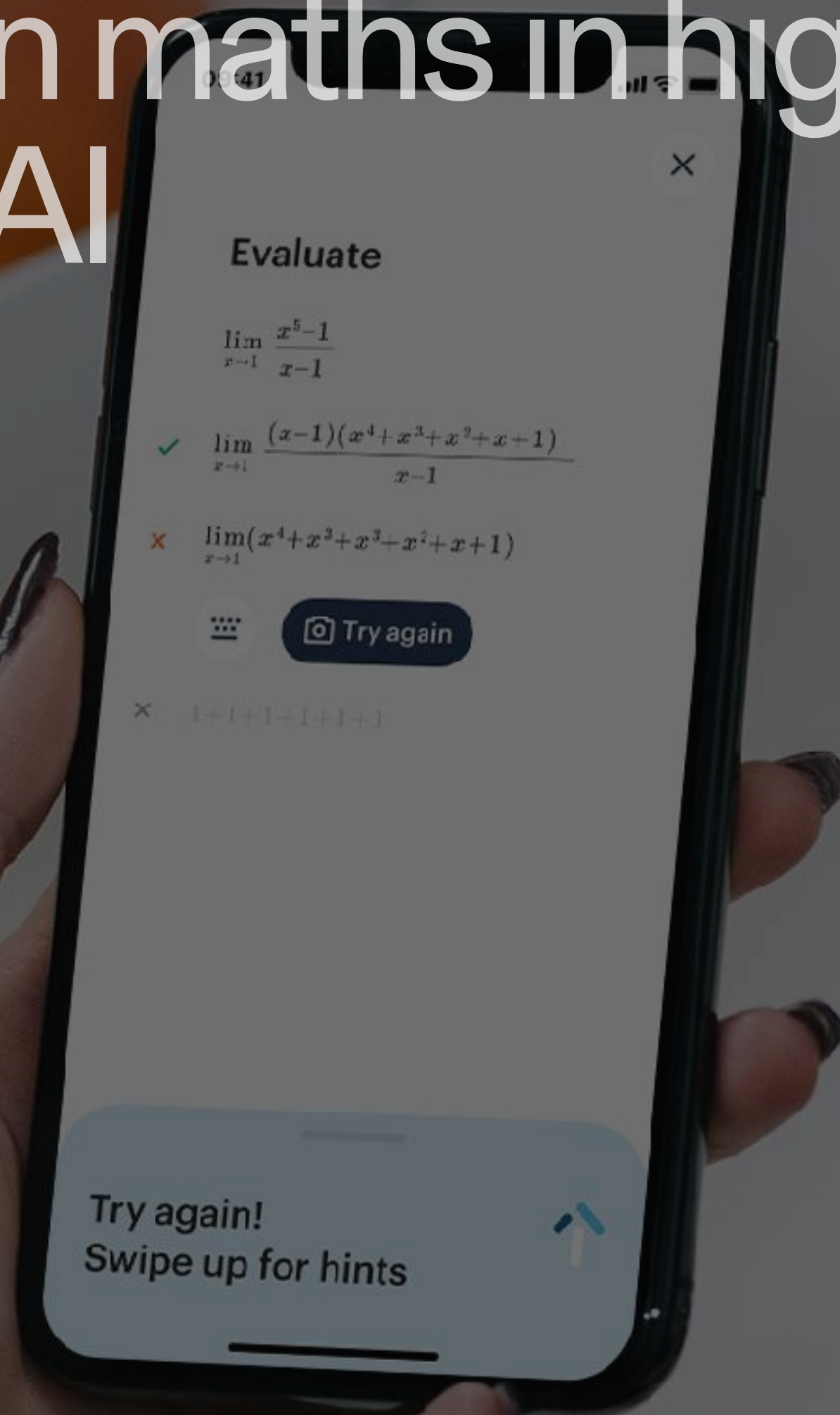
Go all-in on defining moments
be obsessive of what *truly* matters



Don't settle for less than love
go beyond what's viable



Aida by Pearson Helping students to crack the code in maths in higher education using AI



Olink

Branding in the forefront of protein biomarker discovery



Genomics

Epigenomics

Transcriptomics

Proteomics

Metabolomics

A complete picture of
real-time human biology

GoCo Health Innovation City

Co-creating a health innovation cluster

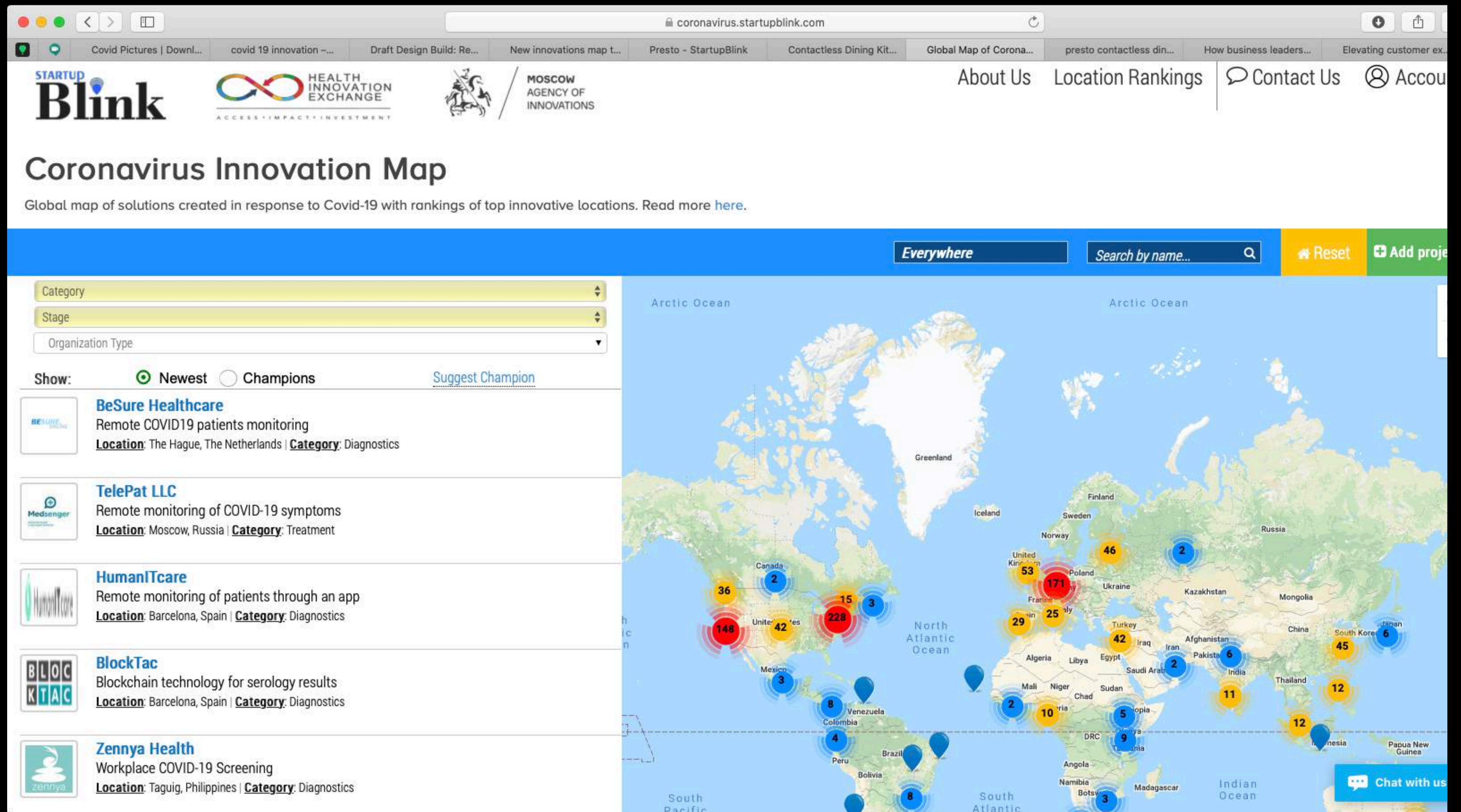




The State of Innovation in the Corona Crisis

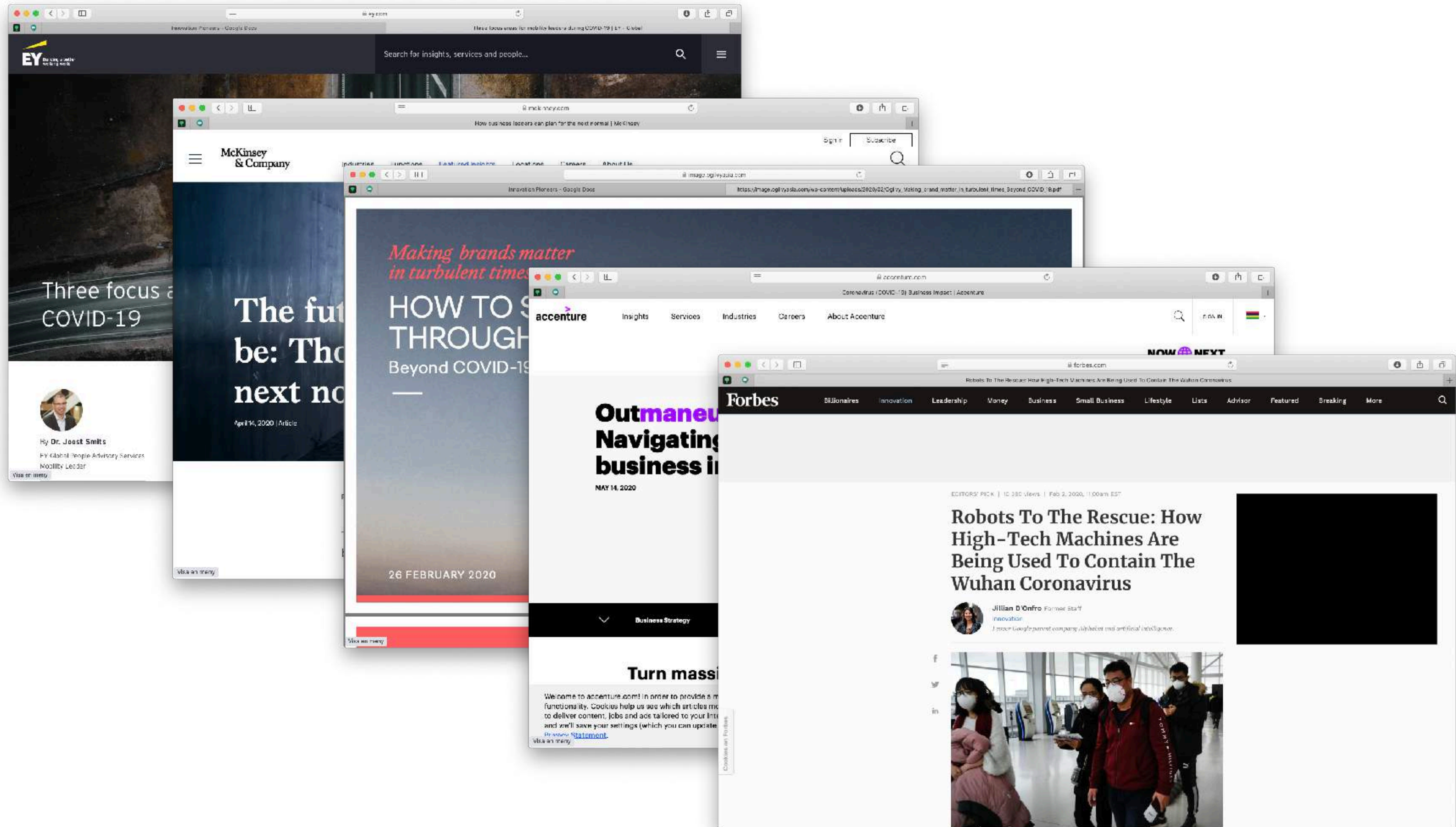






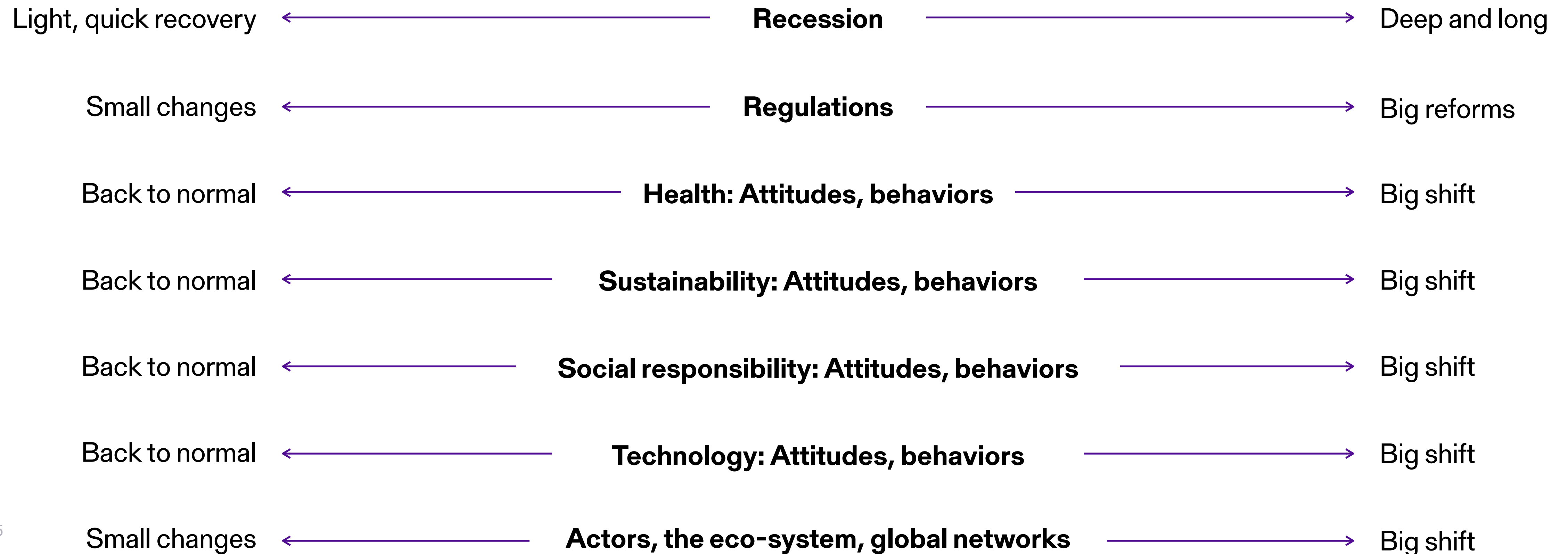
“The wave of products and apps to meet coronavirus-specific demand may soon oversaturate the market.

Executives must have the skills to prioritize what is most important and avoid the temptation to simply chase the latest news or become distracted by shiny objects.”



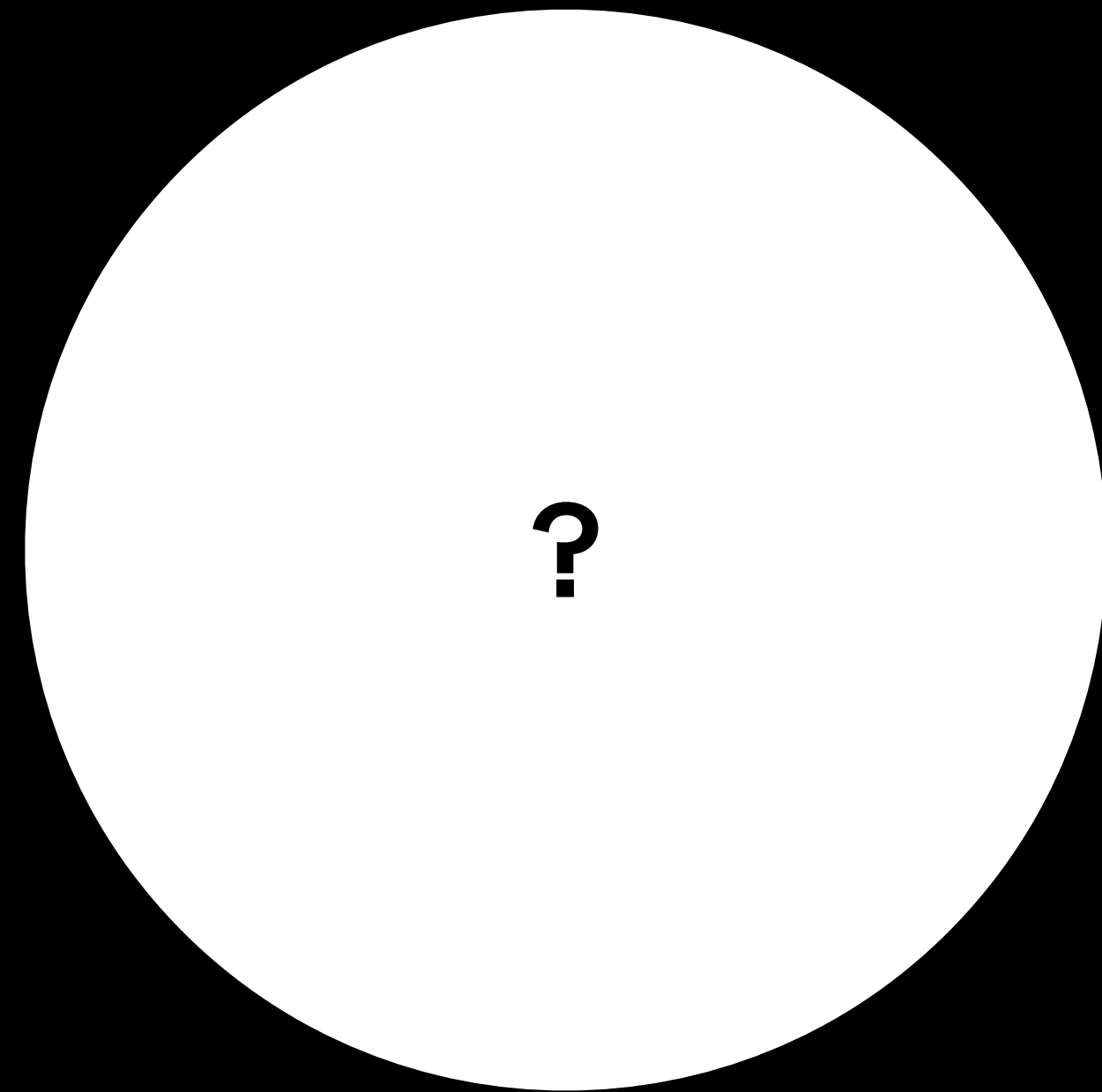
Post Corona

How will things change?

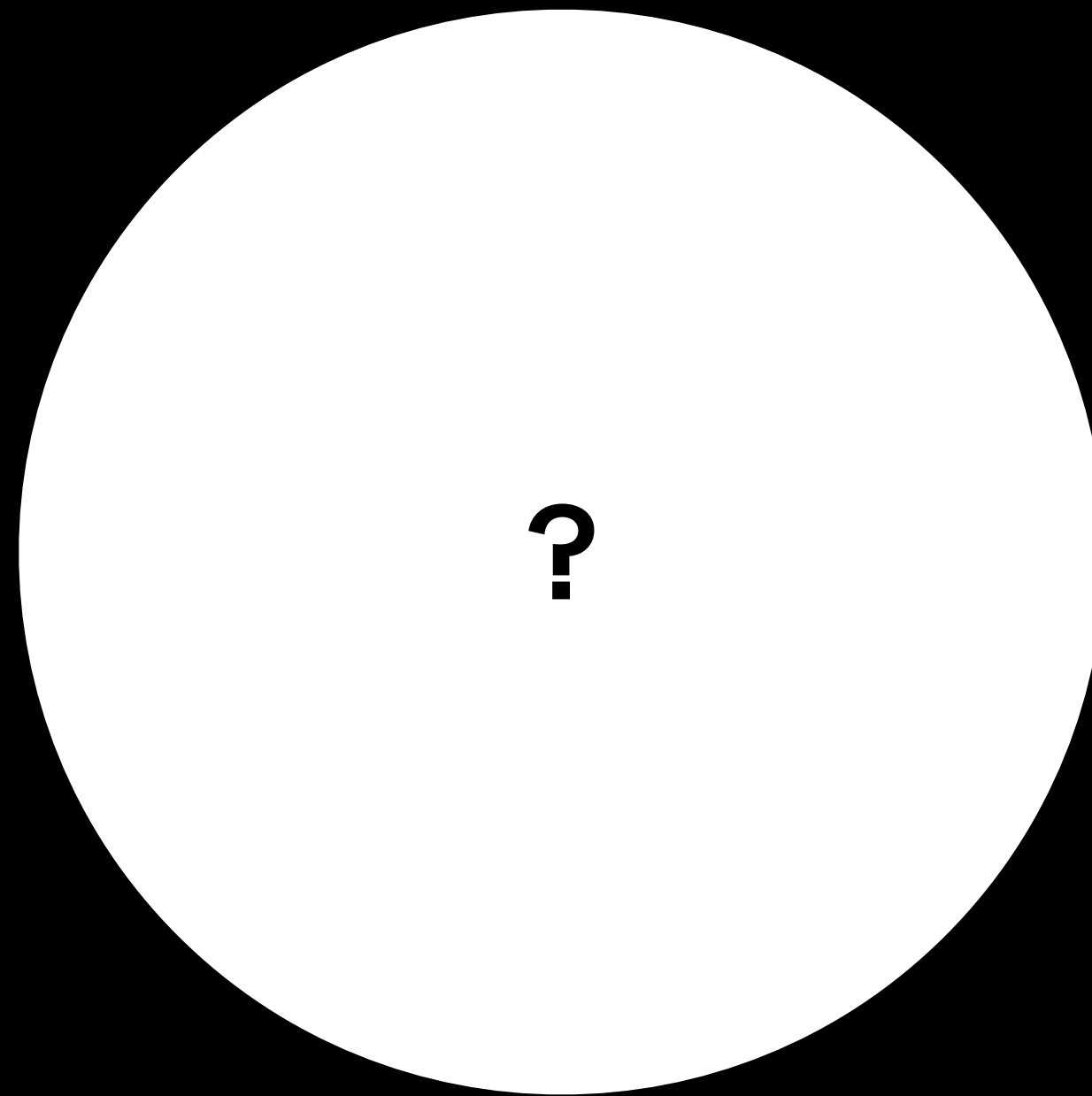


The new normal?

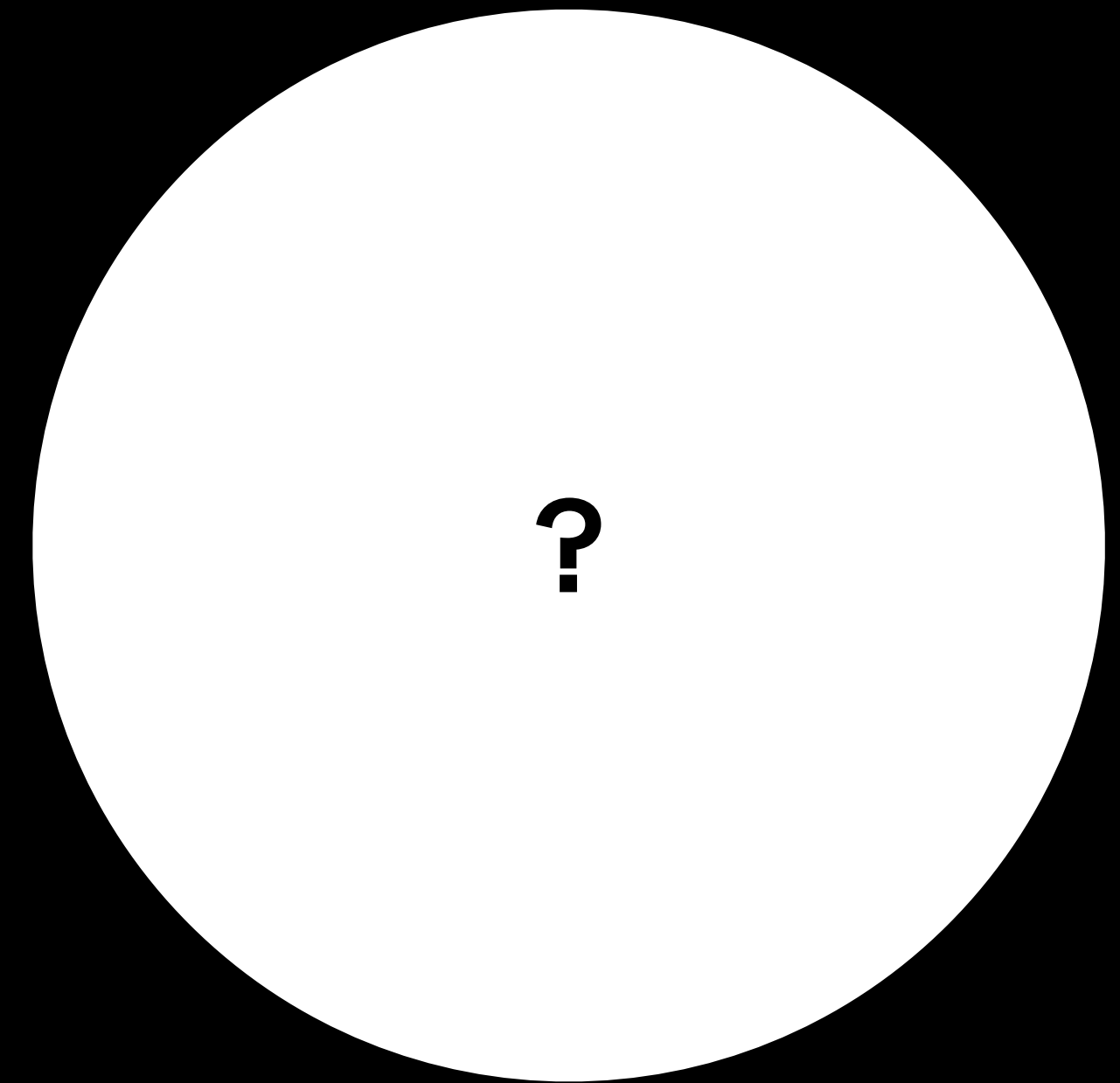
Products and services



Back to
normal



A part of the
new normal



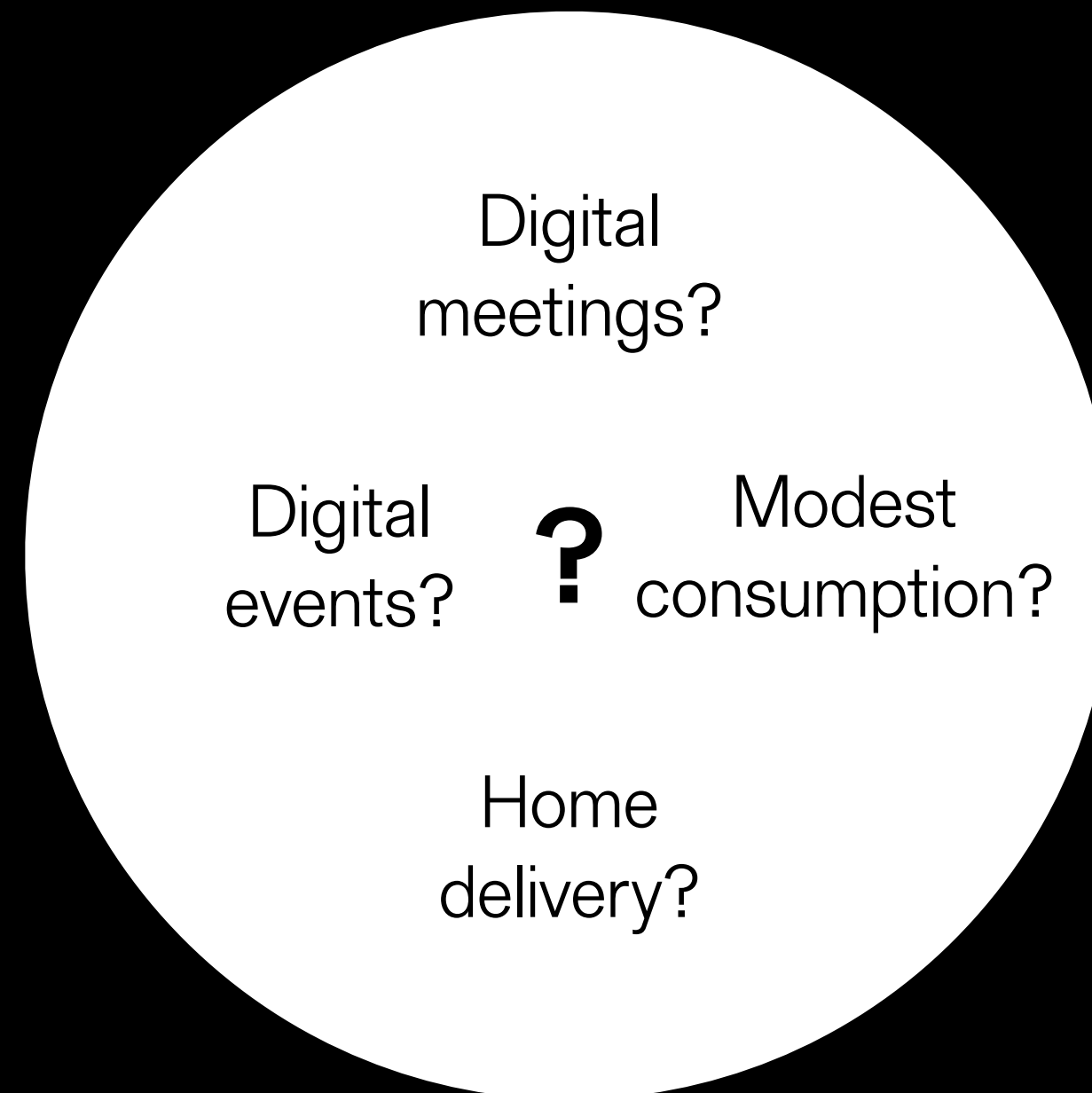
Shape the
new normal

The new normal?

Products and services



**Back to
normal**



**A part of the
new normal**

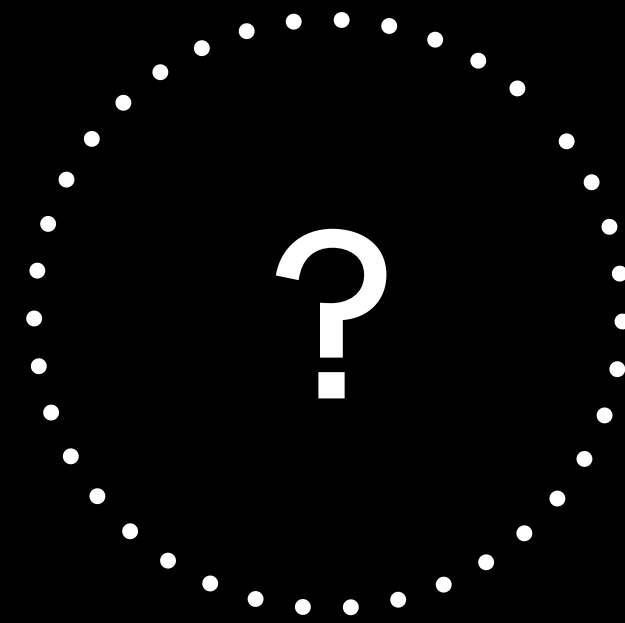


**Shape the
new normal**

“After Corona, all organisations will strive for change. The demands – and opportunities – for change have never been bigger!”

Per Utterbäck, Group Strategy, Volvo

Doing for the
situation **now**



Thinking for
the **future**

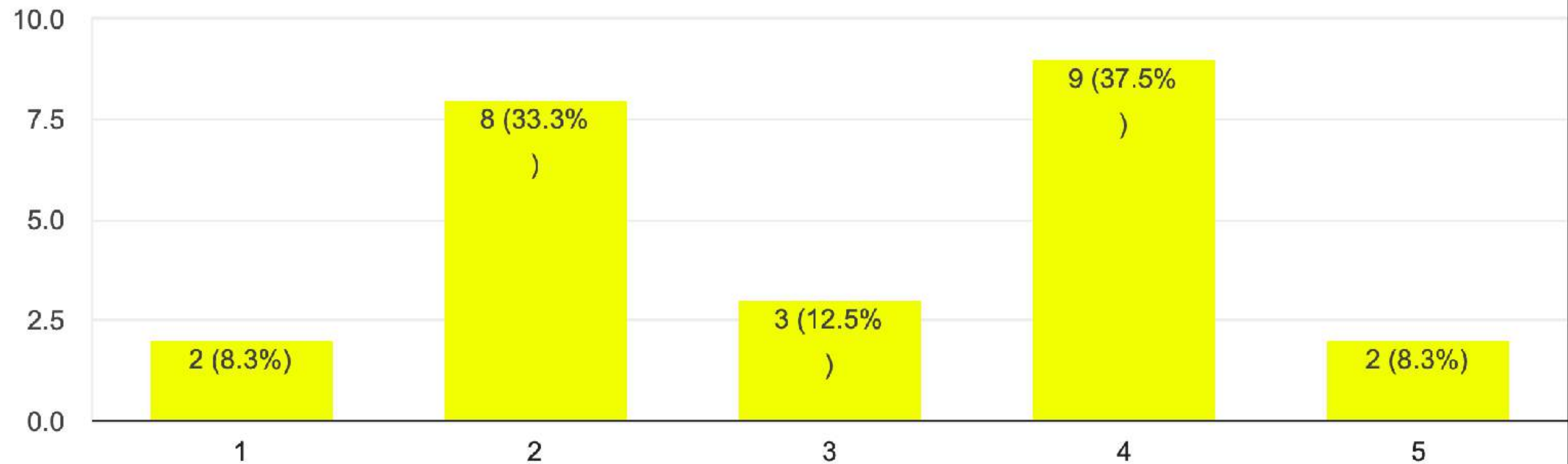
Doing for the
situation **now**

Doing for
the **future**

Thinking for
the **future**

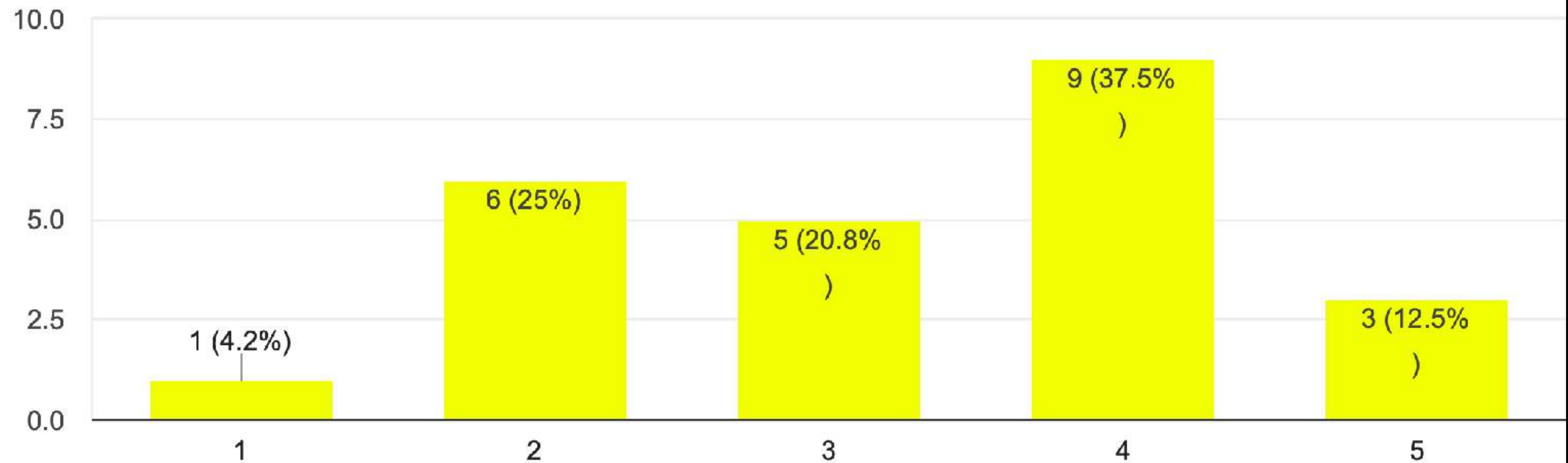
How has the Corona Crisis affected business innovation short term/now and up to 6 months (innovation of products, services, business models, logistics etc)?

24 responses



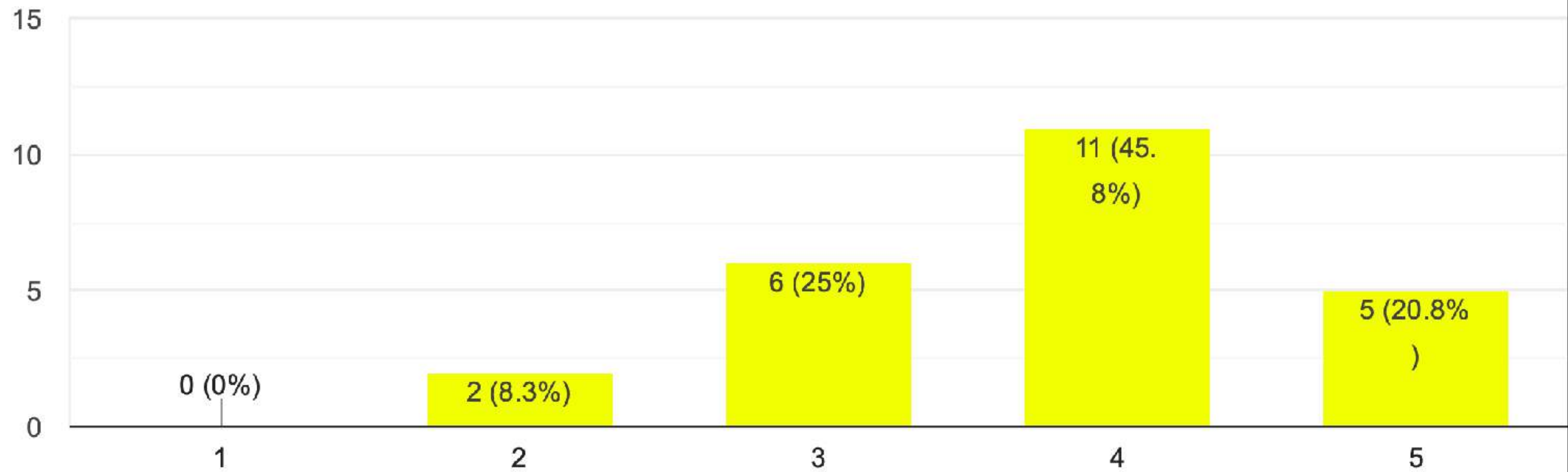
How has the Corona Crisis affected business innovation long term/6 months and longer
(innovation of products, services, business models, logistics etc)?

24 responses



How has the Corona Crisis affected innovation regarding way of working (approach, methods, collaboration, sharing, decision-making etc)

24 responses



State of Innovation in the Corona Crisis

**Innovation in
headwind**

**Innovation in
tailwind**

**How to move
forward?**

Innovation in headwind

“Second quarter is almost 'a lost one'”

“People need to make the company survive, or these long term innovations are pretty useless”

“I miss the spark from real meetings and real presentations”

“Overall motivation is lower as a result of sitting at home most of the time”

“Economy is slowing down”

“Limitation in meeting people to discuss, feel and touch”

“Difficult to spend funding on innovation when we don't know if we are still here in six months”

Innovation in headwind



Culture



Resources



Digital tools

Headwind Culture

Survival mode

Lack of energy

Headwind Culture

“People need to make the company survive, or these long term innovations are pretty useless”

Headwind Culture

“I am getting really tired of this...”

Headwind Resources

Projects
postponed
or cancelled

Funding
decreased or
re-allocated

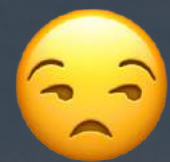
Reduced
workforce

Headwind Resources

“Our innovation work halted 19th of March 2020, things got cancelled and the innovation team was reallocated to solve immediate corona tasks”

Headwind

Digital tools



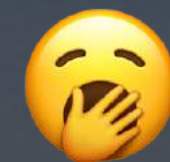
Not enough
for creativity



Tech troubles



Presenting for
an invisible
audience



Loss of energy

Innovation in tailwind!

“This is a time of hypertransformation”

“Normal barriers are not so high anymore!”

“Things go surprisingly fast now!”

“This spring will serve as a springboard into much bigger changes!”

“Everyone, also management, seems to be much more open now!”

“In long term the understanding for investments in innovation has increased”

“The way of working will never be the same as before the Corona Crisis”

“Crisis fuel innovation!”

“A well needed push to change!”

Innovation in tailwind



Culture



Resources



Digital tools

Tailwind Culture

People want!

Openness

Sense of urgency

Just do it!

Tailwind Culture

People want!

Openness

Sense of urgency

Just do it!

“People really want to participate! We see human are bigger than corporations!”

Tailwind Culture

People want!

Openness

Sense of urgency

Just do it!

“The management team invited to a pitch day, for anyone who had an idea”

Tailwind Culture

People want!

Openness

Sense of urgency

Just do it!

“Desperation forces creativity in some ways. May desperate situations should not be created, but perhaps some way this could be utilized”

Tailwind Culture

People want!

Openness

Sense of urgency

Just do it!

“Normal barriers are
not so high anymore!”

Tailwind Resources

“Time to think”

Tailwind Resources

“Its an opportunity to be different
and to show how you innovate,
without regular funding”

Tailwind Digital tools



Better than
expected



Collaboration
over borders



Easy to scale



Democratic
Best ideas win!

How to move forward

A manifesto in five acts.

Manifesto #1

Care about your customers

Be customer centric. Add value.
A cliché. More true than ever.

Manifesto #2

Use the momentum

Build on the wave of openness.

Build new networks and teams.

Nurture capabilities to act on the unexpected.

Gain understanding of the power of tech.

Shift towards digitalization and sustainability.
Don't go back to travelling.

“It is in times of great uncertainty that you have the greatest possibilities to be proactive and influence.”

Manifesto #3

Keep thinking long term

Keep on creating long term visions.

Create more holistic visions.

Communicate the importance of
resilience and long term thinking
and planning.

Manifesto #4

Just do stuff

Go under the radar.

Don't ask, don't tell.

Say yes first, think later.

Do it yourself. Gather small teams.

Prototype.

Dance with uncertainty!

“Now, more than ever, you need to 'trial and error' because it's nearly impossible to predict and make plans.”

Manifesto #5

Think big. Act small.



How to move forward

A manifesto

#1 Care about your customers

#4 Just do stuff!

#2 Use the momentum

#5 Think big. Act small

#3 Keep thinking long term

Intro to breakout sessions

7

Minutes about taking
a leap towards
sustainability



7

Minutes about
becoming a first mover



7

Minutes about taking
a leap towards
sustainability





4

Windows of opportunity

Window of opportunity: Mobilizing supply-chains

Heighten demands



Partnering

Supplier co-innovation



Window of opportunity: Driving market demand



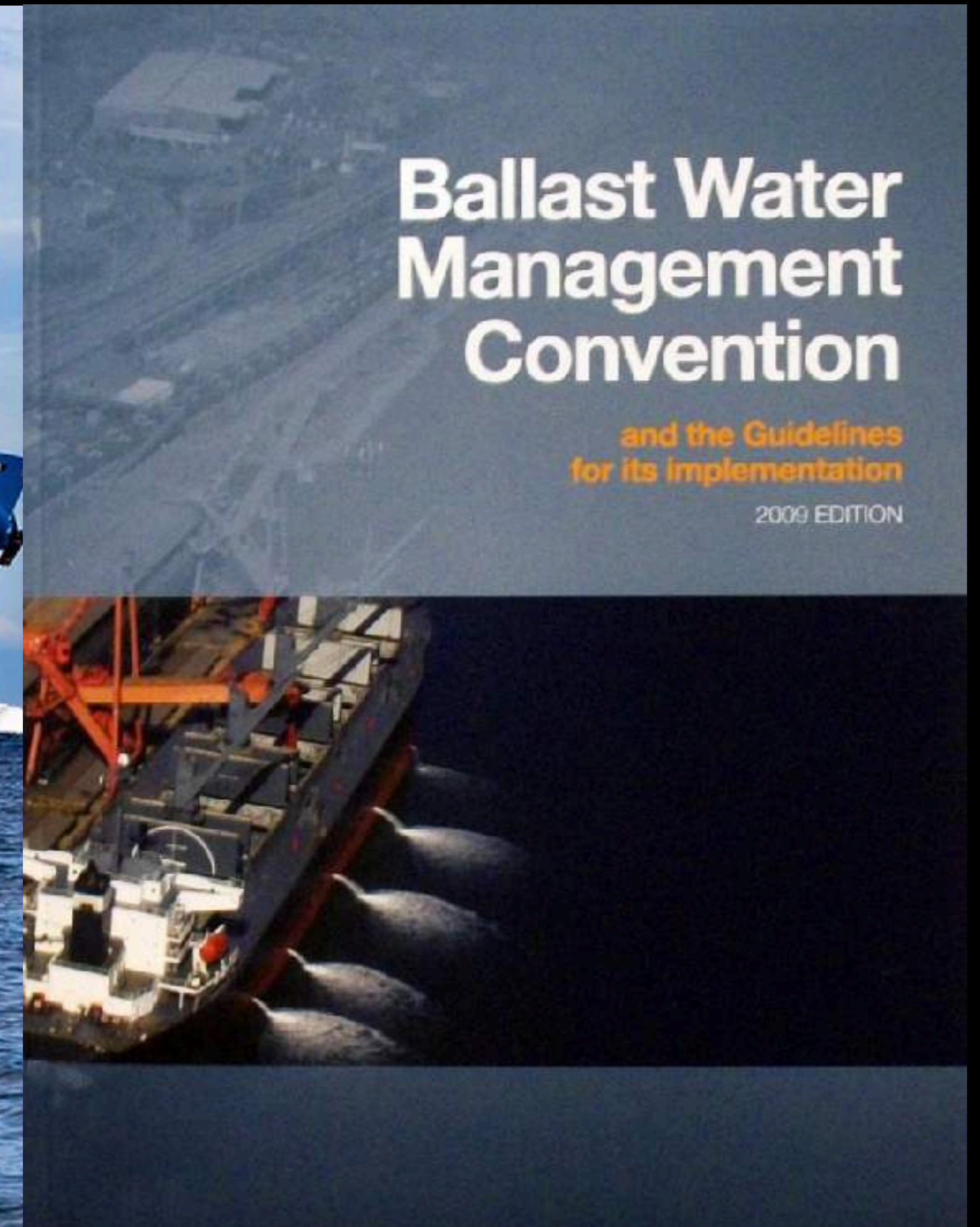
Unleash your marketeers!



Radical transparency

Window of opportunity: Driving market demand

Lobbyism & new regulations



Window of opportunity: Non-competitive collaboration



New metrics & tools



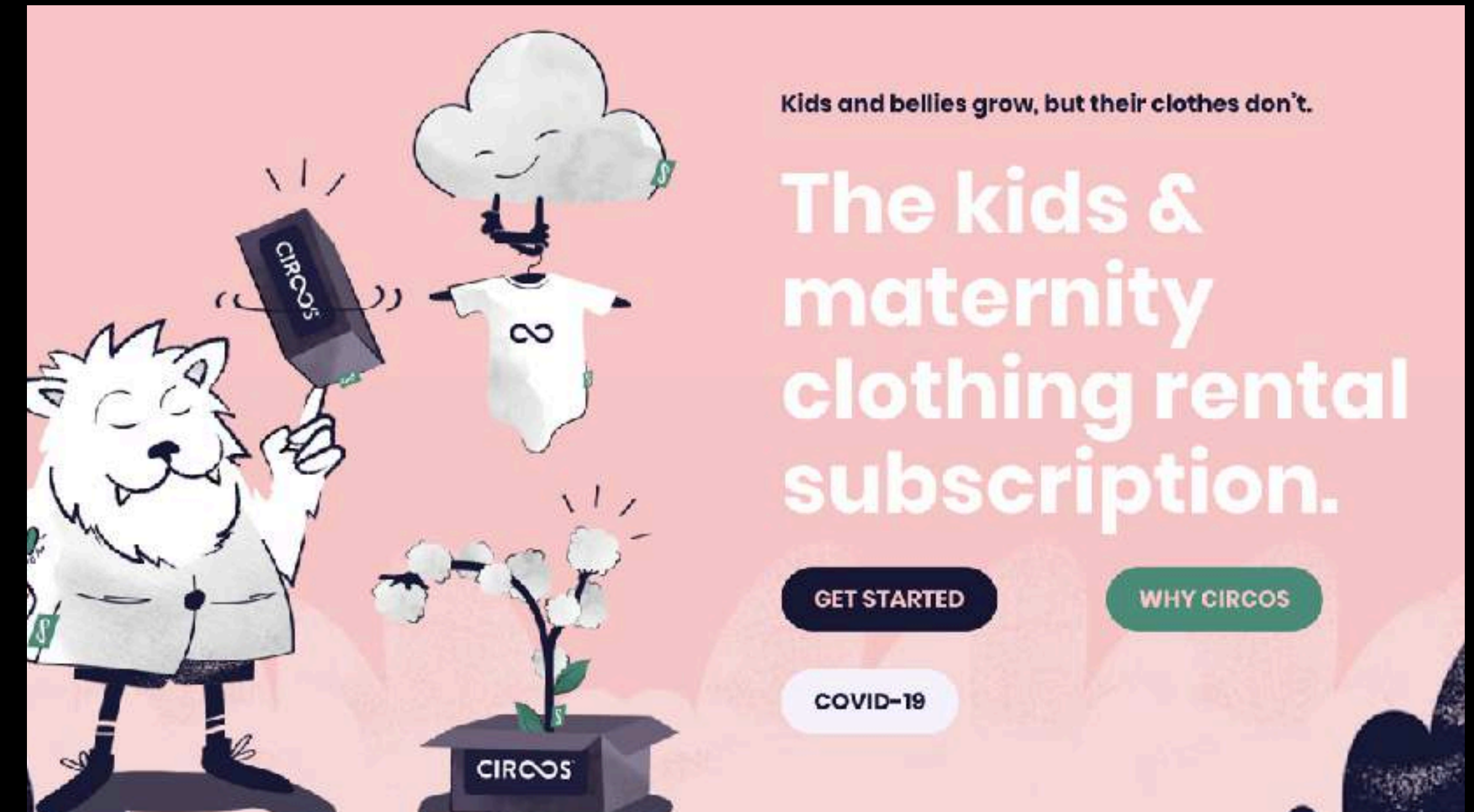
New standards



Window of opportunity: New business models

Mindful consumption

A better deal



Taking a leap towards sustainability

Checklist

- ☐ How can we take action to mobilize our supply chain towards sustainability?
- ☐ How can we use this situation to drive market demand for sustainable solutions?
- ☐ How can we accelerate change through non-competitive collaboration?
- ☐ How can we use this new reality to create and launch new business models?

7

Minutes about becoming a first mover



” For some organizations, near-term survival is the only agenda item. Others are peering through the fog of uncertainty, **thinking about how to position themselves once the crisis has passed** and things return to normal. The question is, ‘What will normal look like?’ While no one can say how long the crisis will last, what we find on the other side will not look like the normal of recent year”

Ian Davis, *previous MD at McKinsey & Company*

A new dawn in 3 horizons



Fast change, fast response

The crisis hit the business. Actors need to get a clear 360° view of the current state and act fast.

How might we
make impact fast?

First mover adaption

When the first shockwave is over, some things will go back to normal, others not. Some actors have strengthen their positions, others have lost theirs.

How might we act now to
strengthen our position?

A new landscape

Long time after the crisis, there will be "a new normal" – new attitudes, behaviors, regulations, actors, technologies and more.

How might we take our first
steps towards a new future?

A new dawn in 3 horizons



First mover adaption

When the first shockwave is over,
some things will go back to
normal, others not. Some actors
have strengthen their positions,
others have lost theirs.

How might we act now to
strengthen our position?

First mover adaptation

What, when & how

What it is

Shift mindset from a "panic mode" to a "new dawn mode". Embrace a first mover mindset. Identify and test powerful ideas. Think real action instead of marketing gimmicks.

When to start

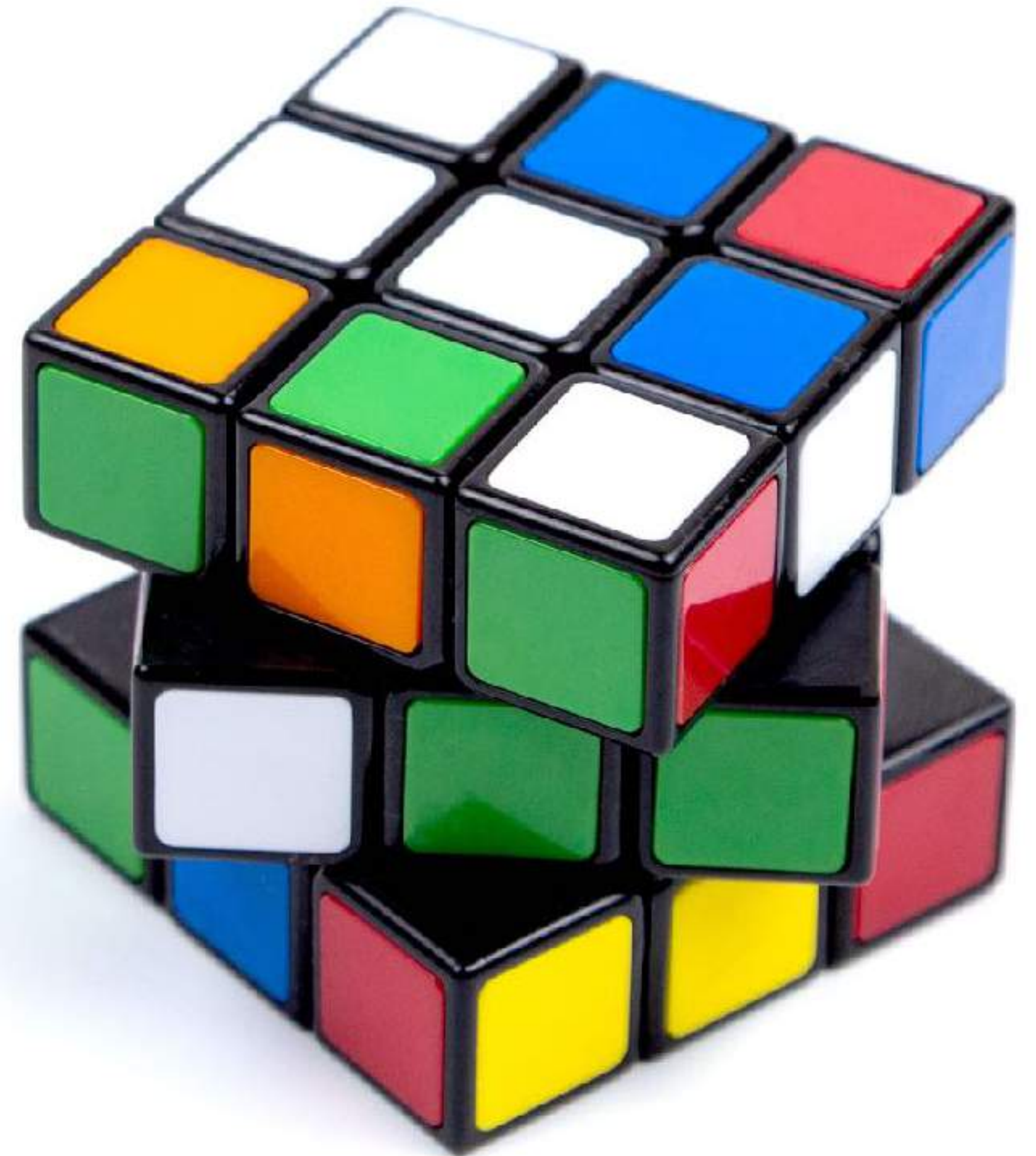
Identified opportunities that will be planned, prototyped and launched within a time frame of 4-10 months from now to stand out from the crowd.

How to do it

A strategic plug-in mindset, if you will. Well-chosen bold, leap frog ideas that make the brand and position stronger the day the immediate crisis is over.

4

What-if scenarios

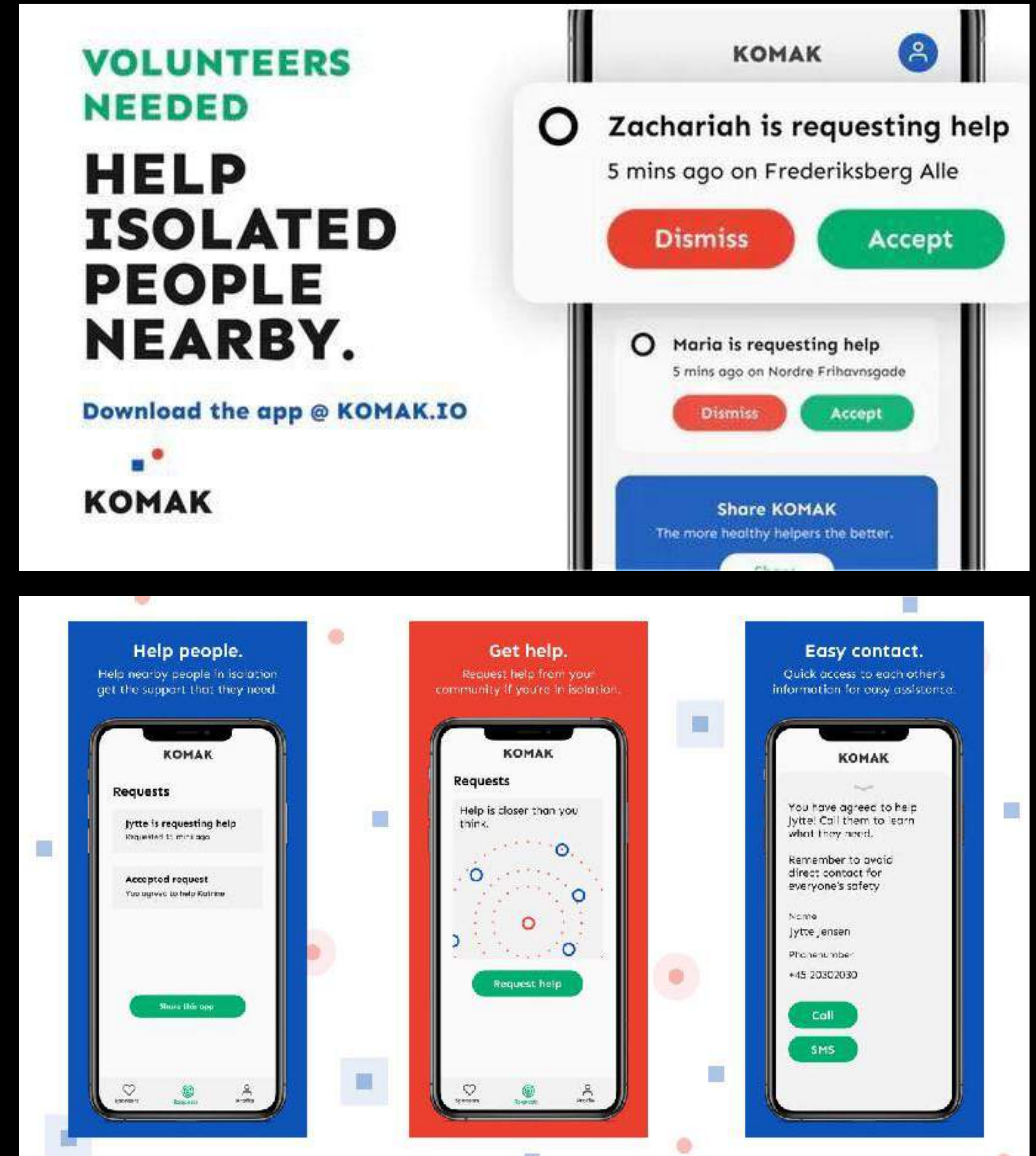


What-if scenario: The greater good – lead by example

Those brands that can be there for people when times are tough, are more top of mind and mean more, when times are better.

ocean.io, a Danish software company wanted to help those in need. They launched KOMAK (which is the Persian word for 'Help') is a new platform that helps connect 'healthy' volunteers with people in need. The volunteers can help with a range of tasks including picking up groceries, medication, and other day-to-day tasks.

Source: trendhunter.com



What-if scenario: Speeding up digital transformation

Nothing speeds up digital transformation as a crisis.

To keep us all entertained while we hunker down at home, companies ranging from Internet providers to orchestras are offering their goods and services for free. The Royal Opera in Stockholm, for example, is streaming operas for free, for all.

Porsche Sweden launched a new driving experience in March – trying out the brand new all electric model Taycan from the comfort of your home. With state of the art AR-technology, you can take the car out for a spin.

Source: [The Future Laboratory](#)



What-if scenario: Simplified & mindful spending

Many hold makeup to be a tool for self-expression and affordable cosmetic brands allow Millennials and Gen Z to experiment with different looks and bold aesthetics in a liberating manner. Folly Fire is a company that boasts various cost-effective products that emphasize edginess in cosmetics through the use of color and texture.

Developed in prominent labs in Italy and France, the now affordable – **for unemployed young professionals and students during covid-19** – cosmetic brand is PETA-certified and cruelty-free. The formulas are also absent of fragrances, parabens, and gluten.

Source: [trendhunter.com](https://www.trendhunter.com)



What-if scenario: Problem solving made easy

With its in-store locations closing during the COVID-19 pandemic, Samsung Canada has announced that it will be offering door-to-door services to consumers so that repair and other product needs can be met.

Customers can diagnose the problem, and if necessary, set up a pick up time with FedEx to have their device repaired and sent back, for no extra fee. Before being sent back, every device will be thoroughly sanitized.

In addition, the company is offering remote support to help customers with device set up, solve performance issues, and more—with trained technicians available to remotely view and control devices in order to fix them.

Source: techcrunch.com



First mover Check list

- ☐ How can we make our products/services more affordable due to a new financial reality?
- ☐ How can we accelerate our digital eco systems to better meet customer demand?
- ☐ How can we meet customer expectation and do good that makes a difference?
- ☐ How can we be a part in solving the every day real life issues that people struggle with?

Breakout sessions

Before 1050, click on the event "Breakout session" in your calendar. There you will find your group.

First mover positioning

Group 1

Klara Leander
Anders Nyander
Anders Welin
Niclas Ingeström
Jonas Almeling
Pontus Rystedt
Amanda Brynolf

Group 2

Johan Verukuyssen
Annika Rutgersson
Peter Thorwid
Marcus Nyberg
Anders Nilsson
Lena Noaksson
Jim Larsson
Charlotte Edbom

Group 3

David Lillewarg
Klas Bertilsson
Malin Lignell
Eva-Carin Johnson
Nicklas Friberg
Emilia Liljeström
Mats Berggren
Jan Boberg

Group 4

Elin Ankerblad
Lisa Thorén
Viktoria Fagerfjäll
Mats Fredlund
Johan Liedgren
Suleyman Dag
Henrik Eriksson
Susanne Fuglsang

A leap towards sustainability

Group 5

Kristoffer Lundholm
Magnus Nilsson
Lovisa Frostne
Kimberly Lindqvist
Maria Lindroth
Lotta Axelsson
Martina Eriksdotter
David Knutsson

Group 6

Johan Dovelius
Cristian Norlin
Matias Pakarinen
Emma Laurentz
Per Eriksson
Trond Bugge
Oskar Jonsson
Azra Moric

Group 7

Anna Strömberg
Anna Viggedal
Jan Sandqvist
Anna Carlqvist
Gustav Widerströ
Daniel Johansson
Madelene Lindberg
Anna Nyberg

The background of the slide features two glasses of red cocktail with ice and small umbrellas, each sitting on a donut-shaped coaster with pink frosting and colorful sprinkles. The scene is set against a soft, pinkish background with a subtle light flare effect.

Break 10 minutes Be back at 1050!

Breakout sessions

Before 1050, click on the event "Breakout session" in your calendar. There you will find your group.

First mover positioning

Group 1

Klara Leander
Anders Nyander
Anders Welin
Niclas Ingeström
Jonas Almeling
Pontus Rystedt
Amanda Brynolf

Group 2

Johan Verukuyssen
Annika Rutgersson
Peter Thorwid
Marcus Nyberg
Anders Nilsson
Lena Noaksson
Jim Larsson
Charlotte Edbom

Group 3

David Lillewarg
Klas Bertilsson
Malin Lignell
Eva-Carin Johnson
Nicklas Friberg
Emilia Liljeström
Mats Berggren
Jan Boberg

Group 4

Elin Ankerblad
Lisa Thorén
Viktoria Fagerfjäll
Mats Fredlund
Johan Liedgren
Suleyman Dag
Henrik Eriksson
Susanne Fuglsang

A leap towards sustainability

Group 5

Kristoffer Lundholm
Magnus Nilsson
Lovisa Frostne
Kimberly Lindqvist
Maria Lindroth
Lotta Axelsson
Martina Eriksdotter
David Knutsson

Group 6

Johan Dovelius
Cristian Norlin
Matias Pakarinen
Emma Laurentz
Per Eriksson
Trond Bugge
Oskar Jonsson
Azra Moric

Group 7

Anna Strömberg
Anna Viggedal
Jan Sandqvist
Anna Carlqvist
Gustav Widerströ
Daniel Johansson
Madelene Lindberg
Anna Nyberg

Welcome back!

Reflections Inspiration Take-aways

Innovation

More urgent than ever

Find ways!

Share experiences!

Support each other!

Explore partnerships!

How to move forward

A manifesto

#1 Care about your customers

#4 Just do stuff!

#2 Use the momentum

#5 Think big. Start small

#3 Keep thinking long term

An action after today's session

Connect with a person you would like to chat with.

Book a remote walk n' talk – a nice morning, lunch or after-work walk.

Thank you!



Elin Ankerblad
Managing Director
Doberman



Susanne Fuglsang
CEO/Innovation Catalyst
Innovation Pioneers



Johan Dovelius
Strategist
Doberman



Kristoffer Lundholm
Strategist
Doberman



David Lillewarg
Strategist
Doberman



Albert Cordenius
Design Director
Doberman



Anna Strömberg
Business Developer
Doberman



Klara Leander
Business Developer
Doberman



Johan Verkruyssen
Business Developer
Doberman