



**How to pull big
corporations
outside of their
comfort zone**

**board of
innovation**

How to pull big corporations outside of their comfort zone?

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We make corporates innovate like startups through strategy consulting, HR talent schemes and organizational transformation programs.



Some of the clients with whom we are proud to work

To innovate we make corporate suits act as startups



FIRST STEP

**Pull them out of
their comfort
zone.**



HOW?

**Confront large
corporates with
unconventional
markets.**

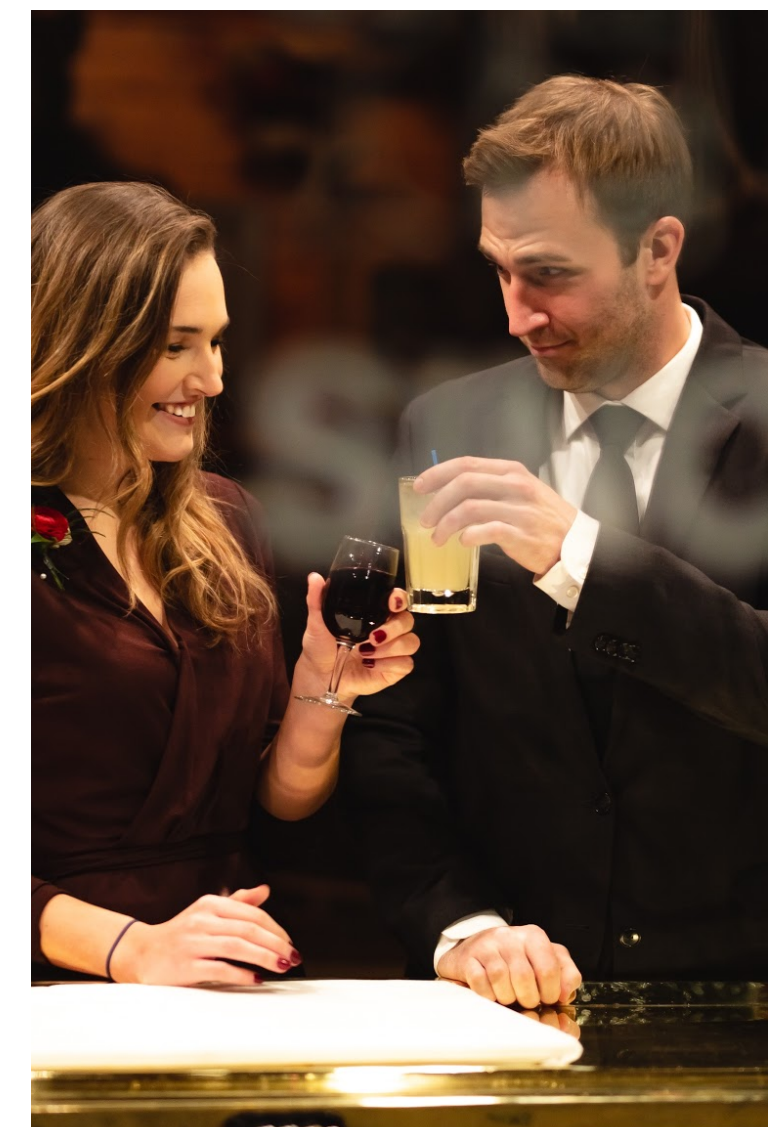
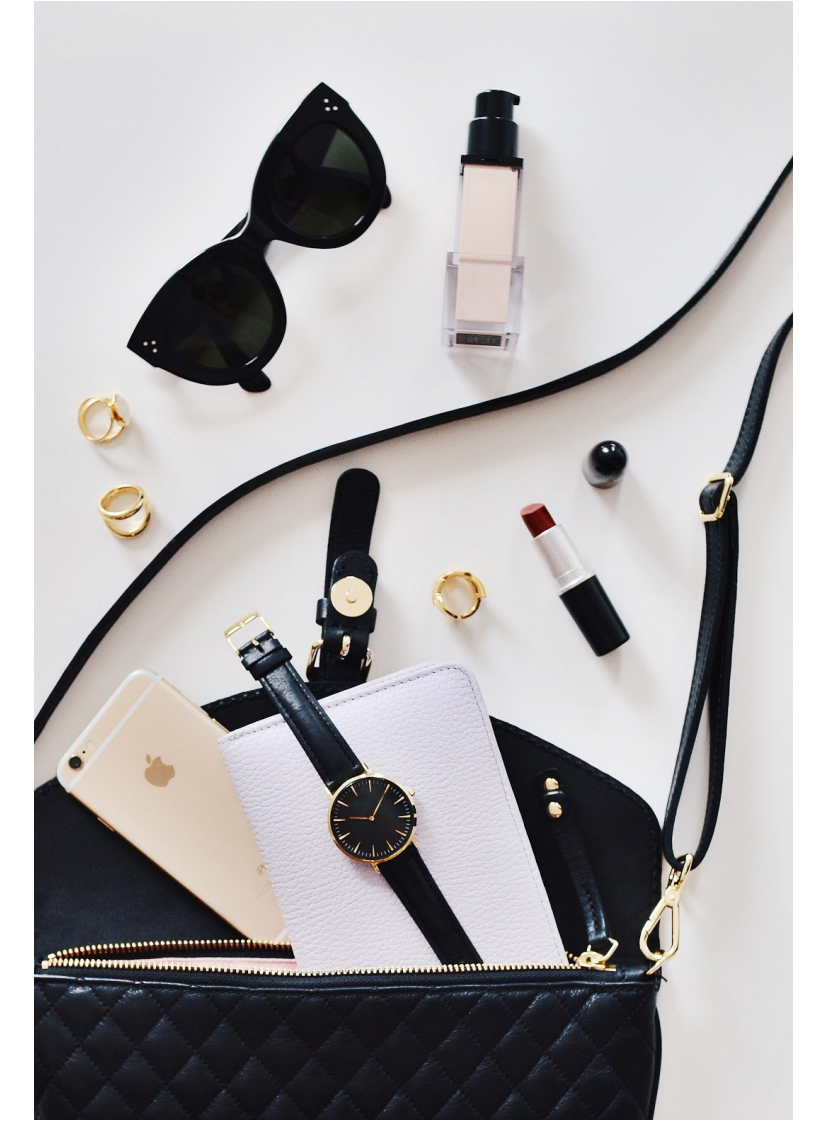
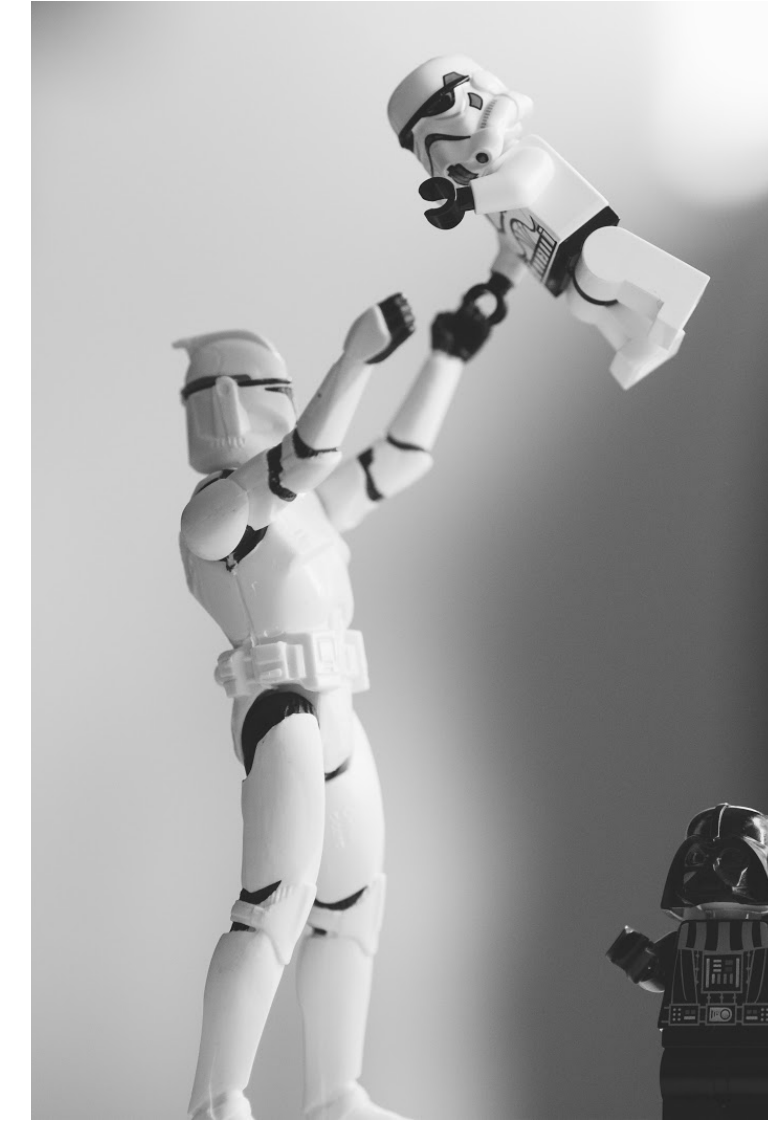
Explore our cases

Take a look into other markets and
which ideas you can steal from them

6 unconventional markets we sometimes use in our brainstorming.

DO LIKE A PRO

Many times opportunity and innovation happens outside of your industry. This is why it is important to be on the lookout for elements you can steal and re-adopt into yours.



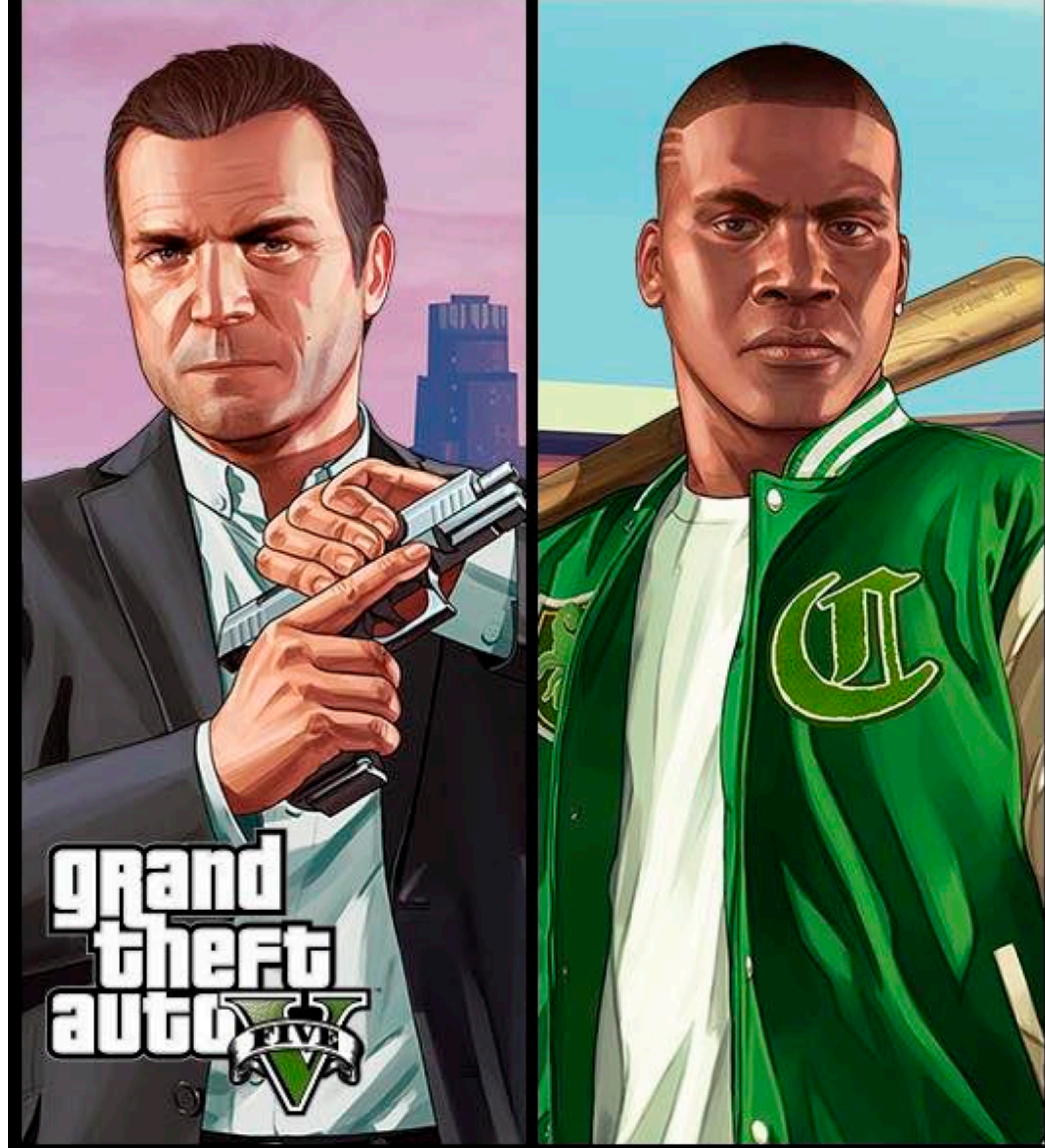
**Steal from
the gaming
industry**

Learn from GTA (playstation)

NEVER A FIXED FLOW

At the same time this game is a racer, shooter, sim-game, arcade, stock-market,... At every moment a user can decide how to interact. There is **never a fixed flow**. Do you limit your client what he can do?

When your details are right, you create **extra trust** in your product. In GTA V: your pants will only get wet where the water touches, some radio stations loose connection driving in the mountains, power lines will swing in the wind, ...



More inspiration from the gaming industry

- › **Sell add-ons.**
Great overview on in-app purchases by @baedal
- › **Sell a broken product.**
On Steam gamers pay for the privilege to play with alpha-version of games.
- › **Master (customer) Flows.**
A simple model to understand how games create engagement.

[Learn More!](#)[Learn More!](#)[Learn More!](#)

**Steal from
the toy
industry**

What to steal from the toy industry?

- › **Learn from Hope Soap. reward users for good behaviour.**

If kids wash their hands regularly, they will 'unlock' a toy car. Try to combine an unpleasant task with a delightful activity.

[See on YouTube](#)

- › **Mix virtual & offline world:**

Think how to link real world interaction with your digital presence. Example: ZowPow

[See on YouTube](#)

- › **Less constraints:**

People can be far more imaginative when brainstorming on toys vs 'normal products'

[See on YouTube](#)



HOPE
SOAP

HOPE
SOAP

HOPE
SOAP

HOP
SOA

HOPE
SOAP

HOPE
SOAP

**Steal from
the fashion
industry**

What to steal from the fashion industry?

> **Dare to be controversial:**

Too many corporates push hard to be as grey as possible. Fashion label aim for the opposite

[See Zombie Boy](#)

> **Learn from Patagonia & Ebay partnership Convince users not to buy your product**

"The greenest product is one that already exists." Patagonia tries to convince users to buy second hand items from other people & only buy new ones if they are really needed.

[See in YouTube](#)

> **Clothing leasing models**

Rent clothing instead of buying to incentivize mindful consumption.

[See in Rent the Runway](#)



**Steal from
the crime
industry**

What to steal from the crime industry?

> **Learn from Heartbleed: Everything can be branded, even a security bug**

Too many corporates push hard to be as grey as possible. Fashion label aim for the opposite

[Read More](#)

> **Learn from Fake ATMs: Launch your own fake products and receive feedback**

Replace your market research by 'faking' real user interaction with an early prototype. Get inspiration from (digital) scammers!

[See in YouTube](#)

> **Stay underground**

Mystery sells - Banksy creates controversial 'illegal' art but stays anonymous.

[Read More](#)



What to steal from the crime industry?

› **Better ask for Forgiveness than Ask for Permission.**

A small corporate crime can be needed to push intrapreneurship.

› **The First ride is free.**

To hook you up, dealers basically use a freemium based business model. Try first, push to “upgrade”.

[Read More](#)

[Do it like a drug dealer](#)



**Steal from
the dating
industry**

What to steal from the dating industry?

› **Learn from Myfreeimplants.com: controversial chat/crowdfunding platform**

In order to pay a surgeon for breast augmentation, woman participate in chats to build up a fund. The only thing to copy from this platform: Explore micro-transactions & non-monetary transactions in your own business model. Sometimes controversy is fine for marketing, but don't cross the line!

[Read More](#)

› **Learn from OkCupid: Observe user behaviour & don't do surveys.**

When you ask men what age of women are acceptable for dates, they won't be honest. Real messaging interaction shows they target a lot younger women. (Similar: Never ask clients for price feedback)

[Read More](#)



DTF

ALL HEAD OVER HEELS

okcupid
DATING DESERVES BETTER

What to steal from the dating industry?

› **Tinder everything!**

Copy the simplicity of Tinder to other domains: For dog owners: Barkbuddy, for networking: Bumble Biz

[BarkBuddy](#)

[Bumble Bizz](#)

› **The challenge to target an audience that wants to be private:**

Matching platform for people that want an affair.

[Read More](#)

› **Not everyone expects the same from your product:**

Low commitment relationships via PartTimeLove.

[PartTimeLove](#)



**Steal from
the sports
industry**

What to steal from the sports industry?

› **Learn from Healthy Wage: Earn money by losing weight**

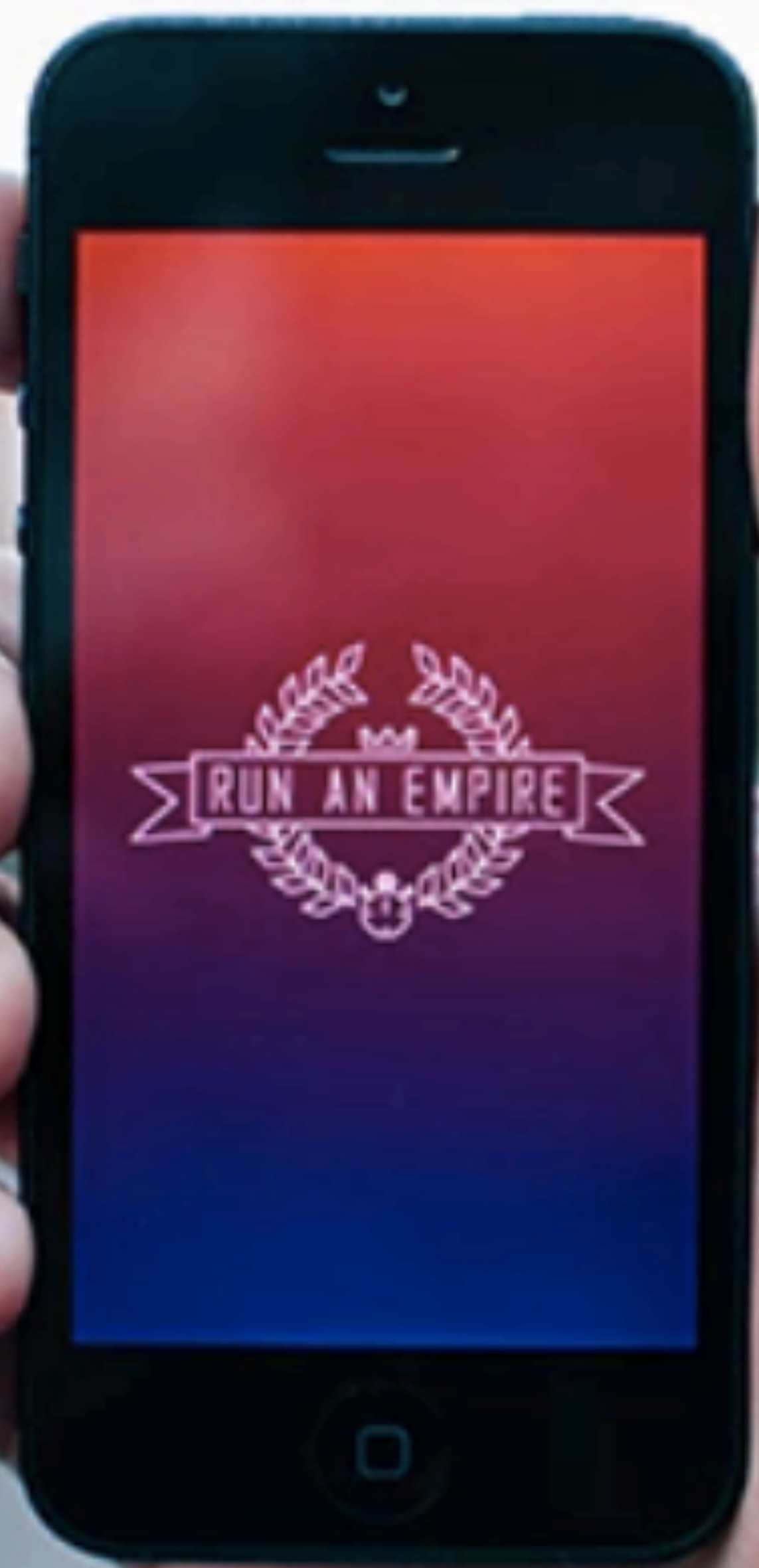
Forget badges and points as a reward system. Wellness Challenges with Cash Prizes. Make a personal weight loss bet, get your friends together for a team weight loss challenge, or compete in a corporate wellness program.

[Read More](#)

› **Learn from Run An Empire: Mix real-life actions with a virtual game**

Imagine how real-life interactions with your product would result in progress within a virtual game. This Kickstarter campaign shows how you will need run around streets to conquer areas. Interesting!

[See it on Kickstarter](#)



RUN AN EMPIRE

What to steal from the sports industry?

> **Swapping players!**

Swapping players is common in the sports industry. Only a few companies do this already with employees. Think about it!

[Read More](#)

> **Get paid to workout:**

The more you exercise, the more credits you earn to buy new products. Example: a sport currency

[See it on YouTube](#)

> **Mix 2 opposite concepts:**

Drink wine and run a marathon!

[Wine Marathon](#)



The magic happens outside of your comfort zone.

This is exactly the reason why we sometimes use more controversial innovation examples in our Bootcamp session

[Learn More](#)

