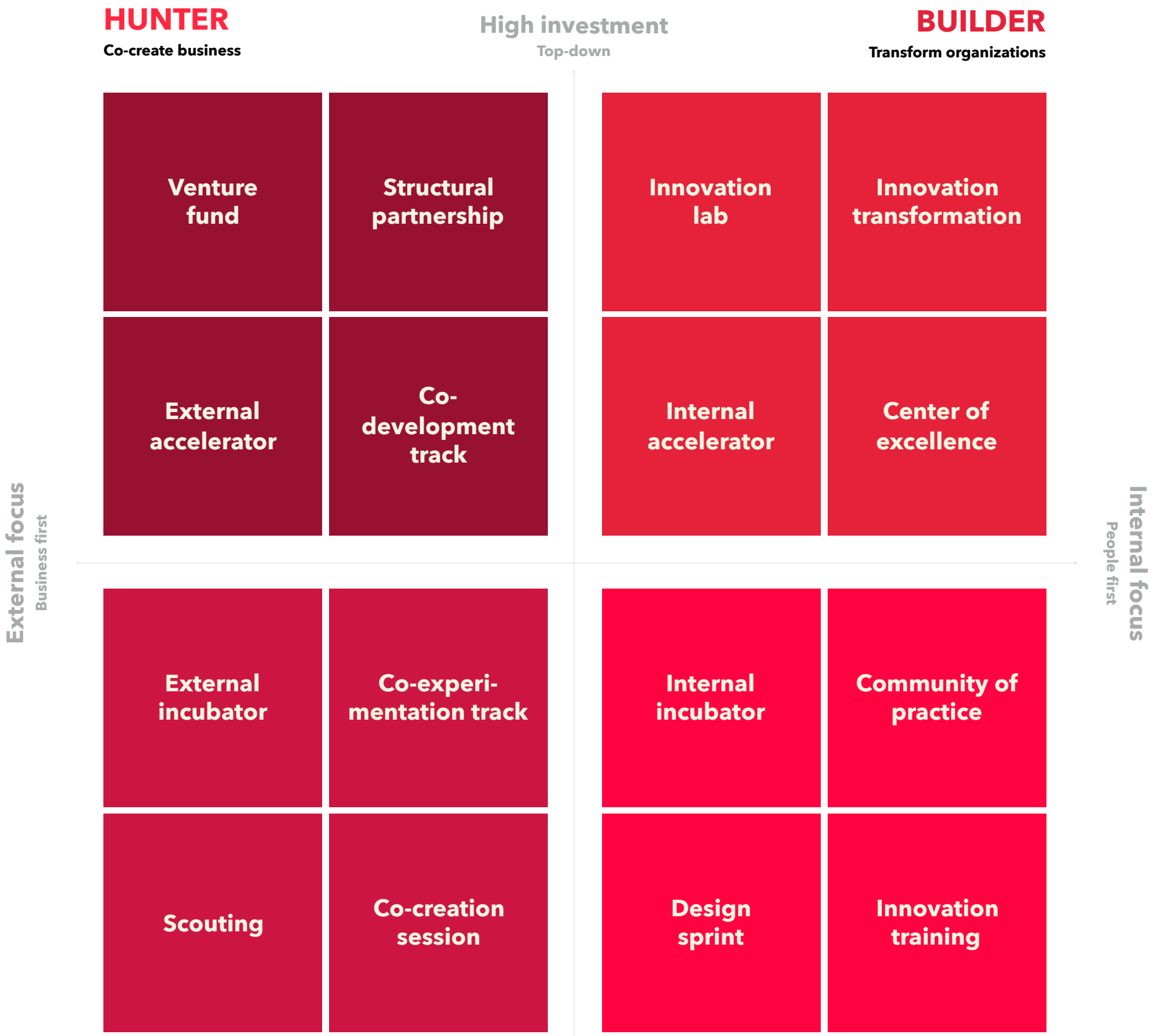
Innovation Matrix

Team

4 Innovation archetypes - 16 Formats



board of innovation

About this tool
There is no 'silver bullet' in corporate innovation. Different organizations will require other innovation capabilities.

The Innovation Matrix helps you to create clarity on your current and future innovation ambitions and activities. Allowing you to make effective decisions.

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EXPERIMENTER

Spark interest

Internal incubator
An incubator separates intrapreneurs inside of the organization to validate the solution fit of ideas.
Key metrics:
projects accelerators
intrapreneurs/teams

Community of practice
A community of practice is a cross-functional group of innovation ambassadors.
Key metrics:
practitioners/ambassadors
people impacted

Design sprint
A design sprint is a short track to answer business questions through designing, prototyping, and testing with customers.
Key metrics:
solution created & selected
business challenges addressed

Innovation training
A short learning track to grow the knowledge and interest of employees.
Key metrics:
employees trained
mature/satisfied participants

BUILDER

Transform organizations

Innovation lab
An Innovation lab is a separate entity that hosts internal ventures with high potential before they are profitable.
Key metrics:
successful lab ventures
employees in each venture

Innovation transformation
The Innovation transformation team is a central group of innovation leaders responsible for knowledge development.
Key metrics:
transformed processes
projects launched

Internal accelerator
An accelerator is a virtual or physical space to grow internal startups outside of the core organization and validate the market fit.
Key metrics:
validated ventures
intrapreneurs/teams

Center of excellence
A center of excellence is a formal group of experts , that coordinates innovation initiatives, to embed innovation in the organization.
Key metrics:
innovation experts
people impacted

EXPLORER

Discover connections

External incubator
An external incubator is a program to support the validation of early stage external startups.
Key metrics:
validated start-ups
commercial collaborations

Co-experimentation track
A co-experimentation track is a joint test between 2 or more organizations to validate the solution fit of an idea.
Key metrics:
validated pilots
business synergies

Scouting
Scouting startups is a methodological process to identify relevant startups in your field, validate their potential and engage with their founding members.
Key metrics:
start-ups scouted
meetings with founders

Co-creation session
A co-creation session is a short ideation with customers or partners to turn mutual problems into ideas.
Key metrics:
ideas co-created & selected
business synergies

HUNTER

Co-create business

Venture fund
A (corporate) venture capital fund invests in external opportunities that could create growth outside of the core of the organization.
Key metrics:
successful ventures
new value created

Structural partnership
A structural partnership is a formal collaboration between 2 companies with the aim to launch multiple joint ventures.
Key metrics:
successful partnerships
licensed IP

External accelerator
An external accelerator is a (physical) environment to support the growth and evaluate the value of external start-ups.
Key metrics:
validated start-ups
commercial collaborations

Co-development
A co-development track aims to validate the market fit of ventures created by 2 or more organizations.
Key metrics:
customers willing to pay
Pirate metrics

Governance models

INTERNAL

Experimentation with new innovation formats is most effective when done within one part of the organization. This allows you to do decentralized learning before scaling it op inside the full organization.
Lead: Internal Innovation Manager

INTEGRATED

Building capabilities is often an integrated effort that impacts the full organization. Sharing a common practice is most effective when done in the central organization.
Lead: Transformation Officer

SEPARATED

Exploring connections with the outside world needs to happen outside of the core organization. When working together new resources, processes and profit models need to be explored.
Lead: Open innovation manager

DISCONNECTED

Hunting for new business is most effective when done disconnected from the core organization. Only key people from the organization should act as investment committee.
Lead: Strategy officer

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