

WHY INNOVATION FAILS

AND HOW TO MAKE IT WORK



MEDIA
LAB
BAYERN



LINA TIMM
@LUISANTE
@MEDIALABBAYERN

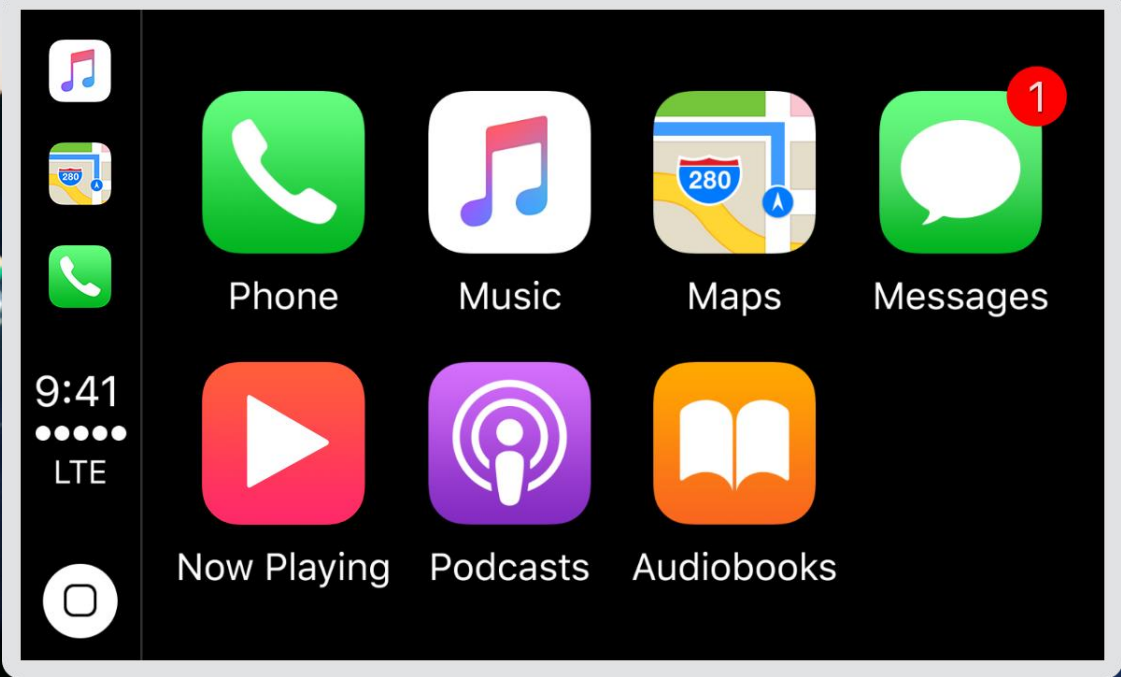
INNOVATION?



INNOVATION?







9:41



LTE



Phone



Music



Maps



Messages



Now Playing



Podcasts



Audiobooks



DAILY DRIVE

DEIN MIX AUS NEWS UND MUSIK

Daily Drive

ABSPIELEN

Nachrichten vom 21.10.2019, 09:30 Uhr
Nachrichten - Deutschla...
Autor: Deutschlandfunk-Nachrichtenredaktion
Sendung: Nachrichten...
HEUTE • 4 MIN.

All For Love
Tungevaag & Raaban, Tungevaag,...

In My Mind
Dynoro, Gigi D'Agostino • In M...

Scream
Roldan Law, WKB, Sanfreax • S...

Blah Blah Blah
Armin van Buuren • Blah Blah B...

Update am Morgen, 21. Oktober 2019
SPIEGEL Update

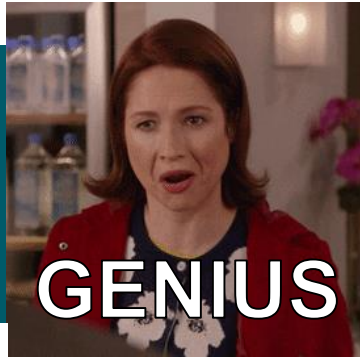


WHY DOESN'T IT WORK?

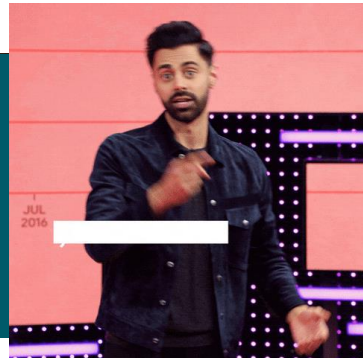
INNOVATION?

WHY DOESN'T IT WORK?

EMPLOYEE



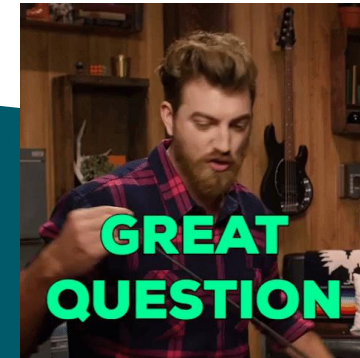
INNOVATION MANAGER



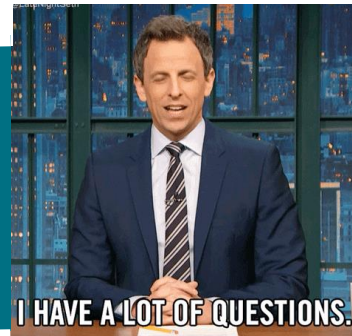
CEO



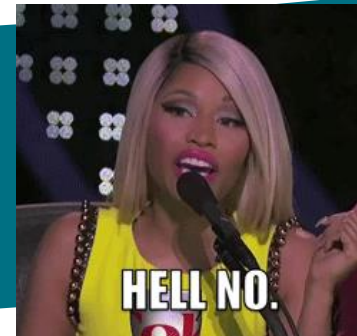
CFO



EMPLOYEE



WORKING GROUP



LEGAL CONSULTANT



SOFTWARE DEVELOPER

The background is a complex, abstract pattern of overlapping teal and dark blue geometric shapes, primarily triangles and polygons, creating a sense of depth and movement. The lines are thin and light, connecting various points to form a network-like structure. The overall color palette is monochromatic, ranging from deep navy to bright cyan.

HOW COME WE KNOW?

WELCOME

♥T♥

MEDIA LAB

BUILD THE
FUTURE
OF MEDIA

RTA +

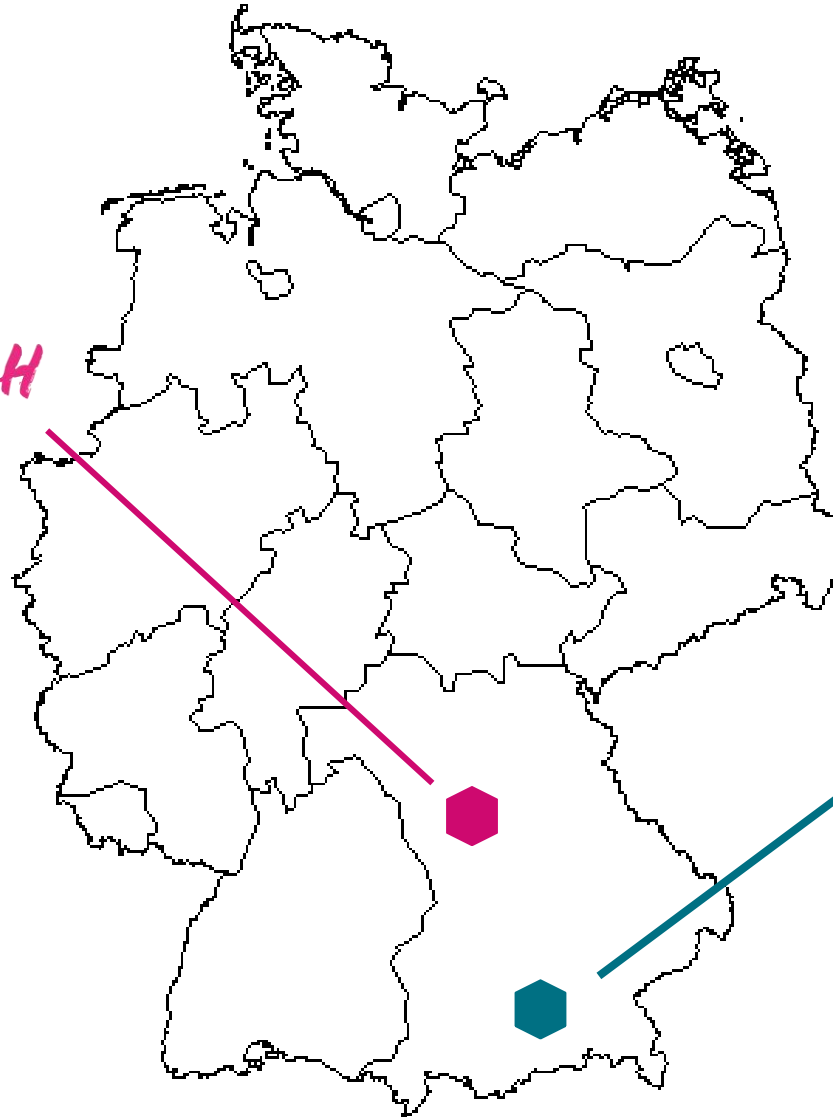
MEDIA LAB BAYERN

2 INNOVATION LABS IN BAVARIA



MEDIA
LAB
BAYERN

ANSBACH



MEDIA
LAB
BAYERN

A photograph of two men in a meeting. The man on the left is smiling and looking at the man on the right. They are in a casual office setting with posters on the wall.

WE ENABLE

TALENTS

TO START THEIR

MEDIA BUSINESS

A photograph of three women in a meeting. They are all smiling and looking at a document held by the woman on the right. They are in a modern office setting with a grid ceiling.

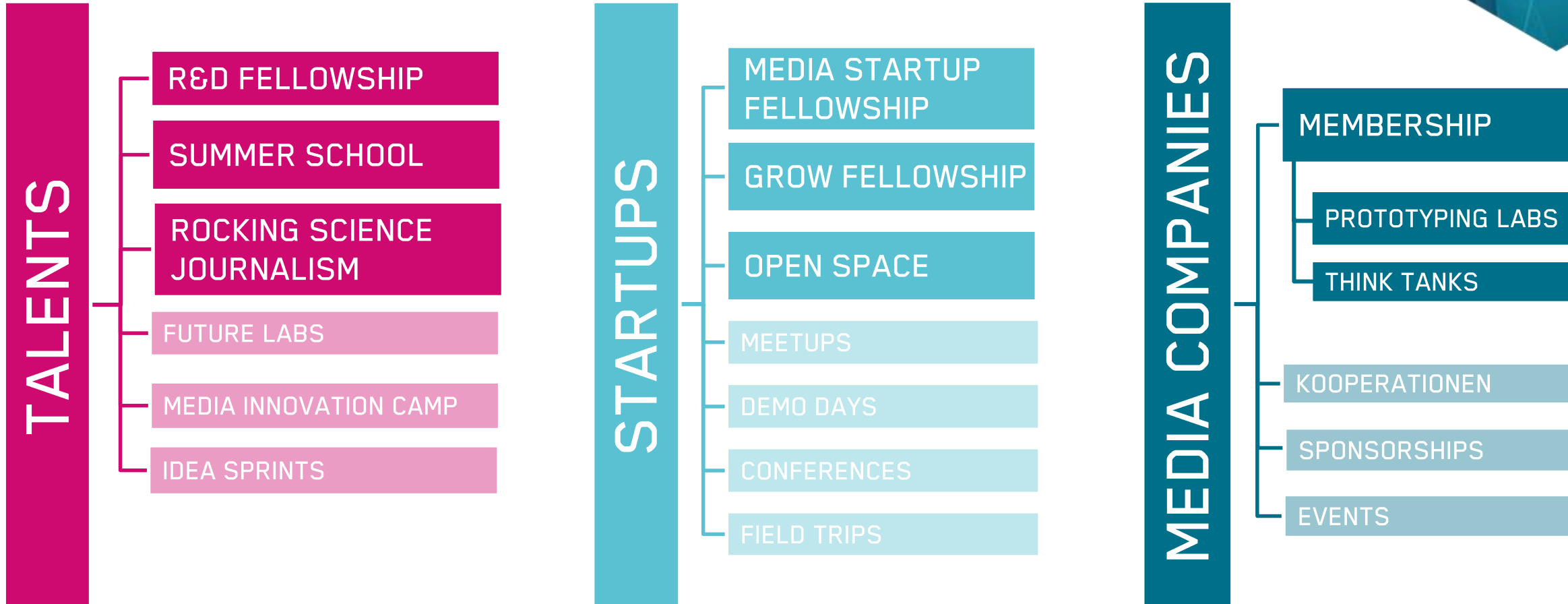
WE ENABLE

MEDIA COMPANIES

TO BECOME MORE

INNOVATIVE

WE HELP TALENTS TO BUILD THE FUTURE OF MEDIA



STARTUPS

MEDIA LAB BAYERN PORTFOLIO



STARTED 2015



35 STARTUPS



30+ COACHES



PROTOTYPING & MARKET LAUNCH



STARTUPS

SUCCESS AS INCUBATOR



9.4M
€
INVESTMENTS

100+
B2B- KUNDEN

115+
JOBS
ERSCHAFFEN

10+
AWARDS



breakthrough 2018
award



WHY DOESN'T IT WORK?

BECAUSE YOU'RE
PROBABLY MISSING
THESE 3 THINGS



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INNOVATION?

WHY DOESN'T IT WORK?



*ARE YOU TAKING IT
SERIOUS?*

Really serious?

INNOVATION?

WHY DOESN'T IT WORK?

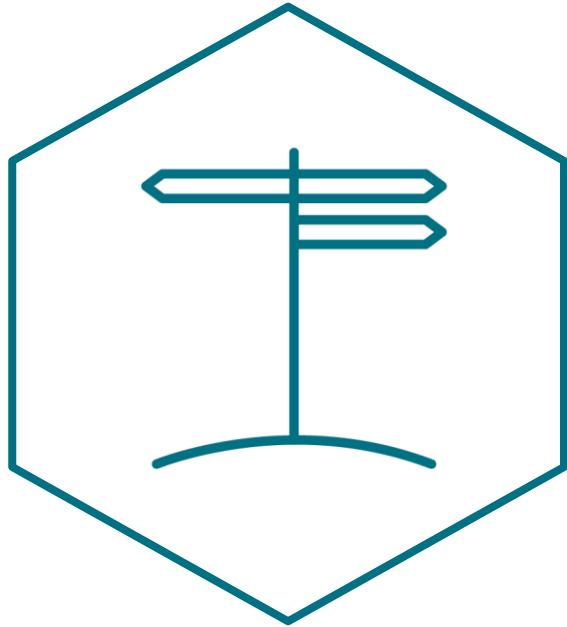


*DO YOU GIVE TIME, NOT
MONEY?*

FULL TIME.

INNOVATION?

WHY DOESN'T IT WORK?



*DO YOU HAVE A PROCESS
FOR INNOVATION?*

IT'S NOT JUST A BALL PIT.

INNOVATION IS NOT
JUST CREATIVITY.

IT NEEDS STRUCTURE
AND PROCESSES!



INPUT

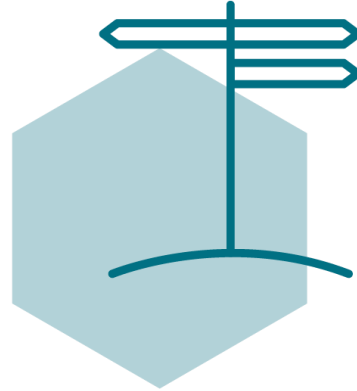
INNOVATION STAGES



IDEA



TESTING



DECISION



TRANSITION

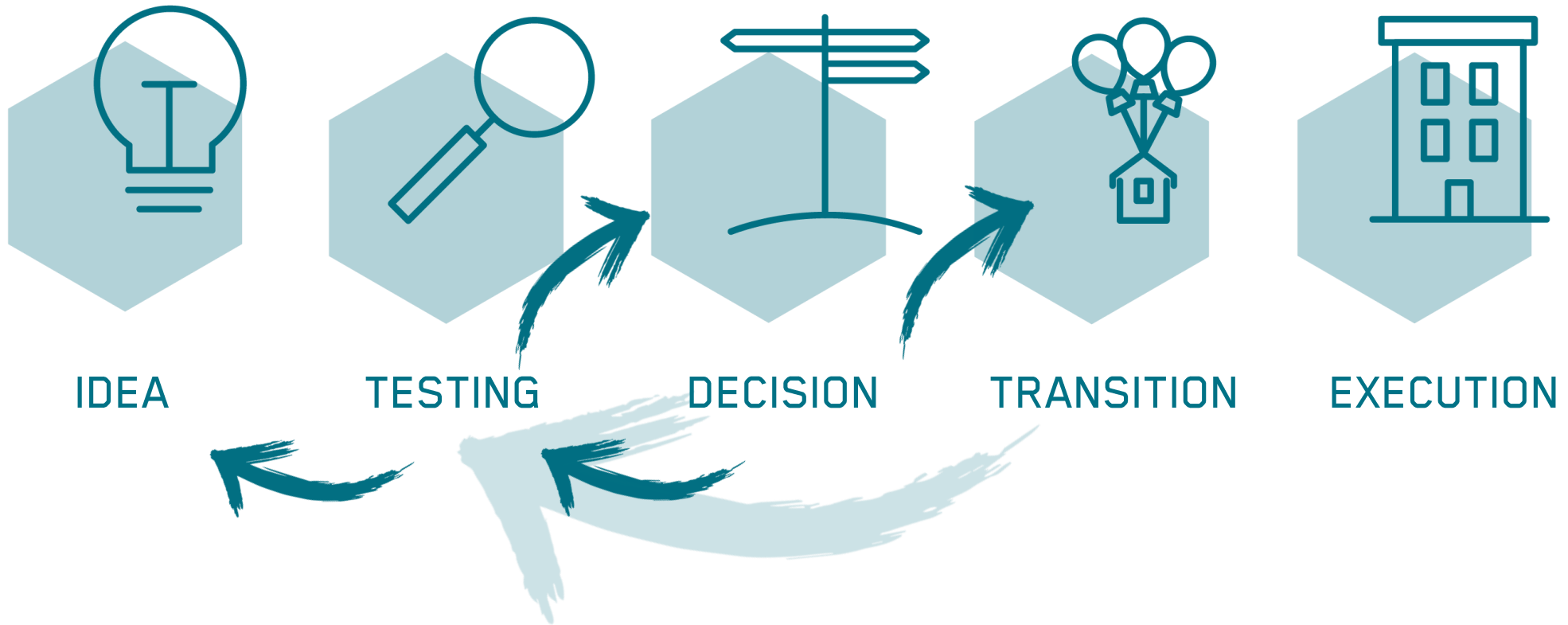


EXECUTION



INPUT

INNOVATION STAGES



The background is a complex, abstract geometric pattern composed of numerous overlapping, semi-transparent polygons in various shades of teal and blue. The lines connecting the vertices of these polygons create a dense, interconnected network. The overall effect is a dynamic, digital-looking space. Centered in this space is the text "SO... WHAT HELPS?" in a white, hand-drawn, brush-stroke font. The text is slightly shadowed, making it stand out against the darker parts of the background.

SO... WHAT HELPS?

A hand holding a pen over a document with a green highlighter. The background is a dark teal color with a blurred image of a hand holding a pen over a document with a green highlighter.

TEACH USER-CENTRIC METHODS

SO EVERYONE HAS A TOOLBOX FOR NEW PROJECTS



FOSTER DIVERSE TEAMS

FIND GRASSROOTS-TEAMS, FOSTER COLLABORATION



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FIND INNOVATION SPONSOR

INTERDISCIPLINARY TEAMS NEED
ONE DEPARTMENT THAT IS RESPONSIBLE



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BUY-IN MIDDLE MANAGEMENT

CONVINCE YOUR MIDDLE MANAGEMENT,
LET THEM TOSS OR PAUSE PROJECTS



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PLAN AHEAD

BE CLEAR ON THE NEXT STEPS - WHAT MORE
INFORMATION DO YOU NEED TO DECIDE?





LET'S GET TO WORK:
FIRST STEPS FOR YOUR
INNOVATION FACTORY

GO-TO-PERSON

WHO IS IN CHARGE OF INNOVATION?



IDEA



WHO IS AT THE MOMENT IN CHARGE OF COLLECTING IDEAS?



WHO SHOULD / COULD BE IN CHARGE?

WHAT ARE YOUR PRIORITIES?



TESTING

1

WHICH 3 PROJECTS ARE MOST IMPORTANT RIGHT NOW?

A

B

C

2

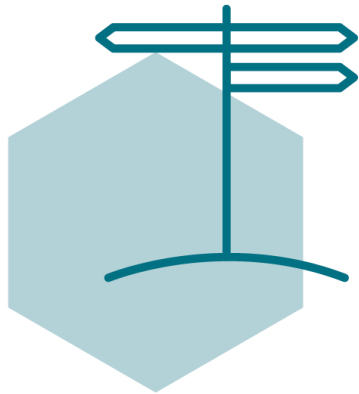
WHICH 3 PROJECTS CAN YOU TOSS/PAUSE FOR 3 MONTHS?

A

B

C






HOW CAN YOU JUDGE A PROJECT?



DECISION

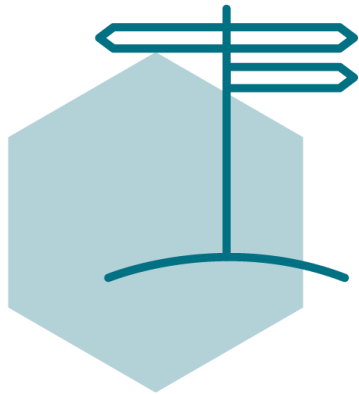
1

WHAT CRITERIA ARE IMPORTANT TO YOU, WHEN JUDGING A NEW PROJECT?

- POTENTIAL FOR SAVINGS 
- POTENTIAL FOR NEW REVENUE 
- EXPLORATION OF NEW BRANCH 
- SERVING OF CUSTOMER NEEDS 
- OPTIMIZATION OF CURRENT PROCESS 

CRITERIA

HOW CAN YOU JUDGE A PROJECT?



DECISION

1

WHAT CRITERIA ARE IMPORTANT TO YOU, WHEN JUDGING A NEW PROJECT?



POTENTIAL FOR SAVINGS



POTENTIAL FOR NEW REVENUE



EXPLORATION OF NEW BRANCH



SERVING OF CUSTOMER NEEDS



OPTIMIZATION OF CURRENT PROCESS



WHAT ARE YOUR RESOURCES?



TRANSITION



HOW MANY PEOPLE

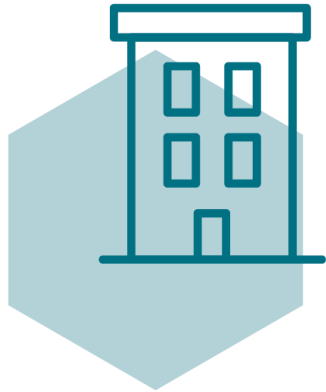


CAN SPEND HOW MUCH TIME

ON A PROJECT WITHIN 3 MONTHS?

RESOURCES

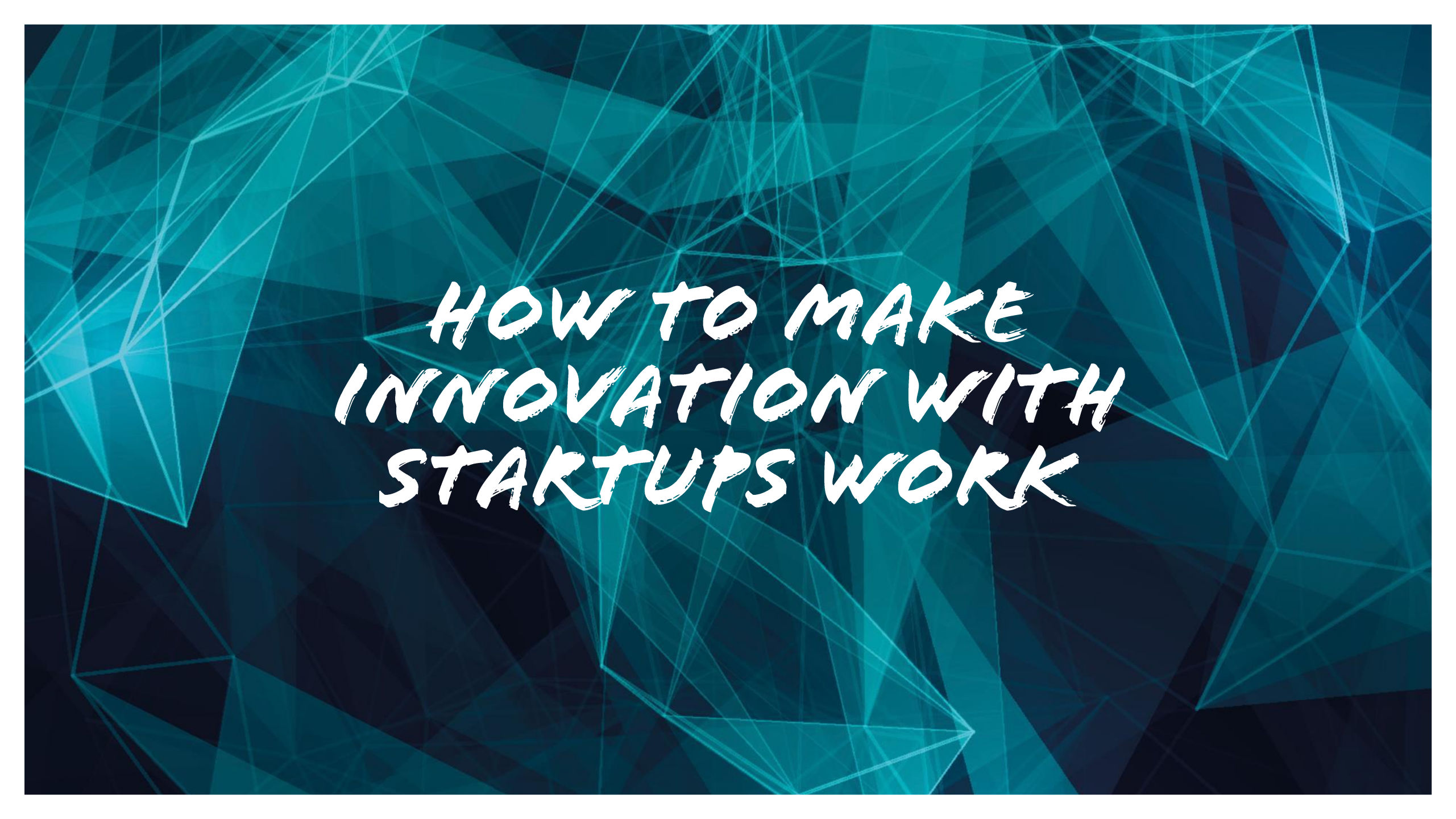
HOW DO YOU KEEP BEING USER CENTRIC?



EXECUTION



WHAT DO YOU NEED TO CHANGE TO GET NEW PROJECTS UP AND RUNNING?

The background is a dark teal color with a complex, abstract pattern of lighter teal lines and shapes, resembling a network or a low-poly mesh. The text is centered and written in a white, hand-drawn, brush-stroke style font.

HOW TO MAKE
INNOVATION WITH
STARTUPS WORK

BIGGEST PROBLEM NO 1



THERE IS NO PERSON THE STARTUP
CAN REACH OUT TO

BIGGEST PROBLEM NO 2

COMPANY WANTS READY-MADE

SOLUTION, STARTUP NEEDS A TESTER



BIGGEST PROBLEM NO 3

A close-up photograph of a desk with several crumpled pieces of white paper and a black pen. The background is blurred, showing a person's hand and some office supplies. The text is overlaid on the bottom half of the image.

WHEN A COMPANY DECIDES TO
BUY THE PRODUCT, THE STARTUP
ALREADY RAN OUT OF MONEY



HOW TO SOLVE THIS?

NAME A STARTUP ANGEL

○ NAME ON WEBSITE

○ PROVIDE NETWORK

○ 50k BUDGET

○ 10 HOURS/WEEK



BUILD THE FUTURE OF MEDIA

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