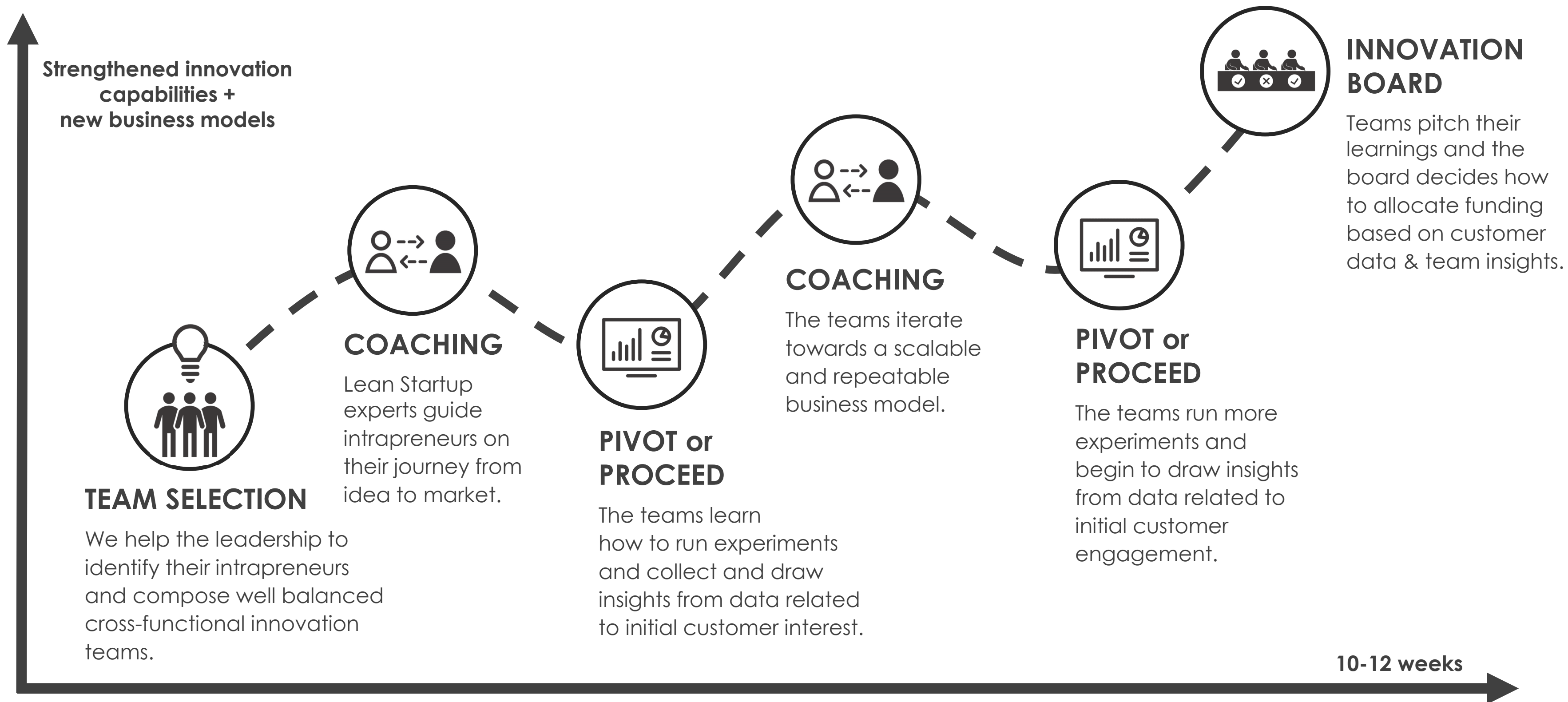


THE LEAN VENTURES INTRAPRENEURSHIP PROGRAM



Unlocking the full potential of your intrapreneurs

We create intrapreneurs who in turn create new business models



Our Intrapreneurship Program in 7 points

- 1** The Lean Ventures Intrapreneurship Program TM is a structured 10 to 12 weeks program that **strengthens the innovation capabilities** of the people and teams that we work with.
- 2** We help the executive leadership to **identify the intrapreneurs** inside their company and **compose well balanced cross-functional innovation teams**.
- 3** Throughout the program **Lean Startup experts** guide the intrapreneurs on their journey from idea to market.
- 4** The innovation teams **learn how to run experiments and collect and draw insights from data** related to initial customer interest and user engagement. The teams **iterate towards a scalable and repeatable business model**.



Our Intrapreneurship Program in 7 points

Interested to learn more?
Get in touch



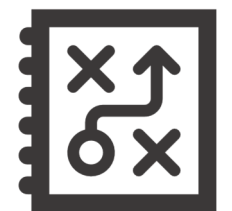
5 During the program the participants are introduced to **proven methods, tools, and frameworks** that help them to structure, document, and measure their work.



6 The program culminates in a 'demo day' when **the teams pitch their learnings to a governance board**. The board then decides how to allocate funding based on customer data & team insights.



7 During the program **Lean Ventures identifies barriers to innovation and advises senior management on how to mitigate or remove them**. This should be done before scaling any innovation processes across the organization.



What do some of our clients think ?

" I have been impressed by Andy's drive, focus and orientation to results coupled with his sheer knowledge on startup approaches, tools, and methods.



His contribution has been crucial to establish a framework for fostering innovation and create a culture conducive to experimentation and learning. Andy has the capabilities not only to develop and execute innovation strategies but to build innovation capabilities, too. I would strongly recommend him to any large company seeking support and direction in driving their innovation agenda."

Alberto Bernardi, Managing Director Nordics at Philip Morris International

" I consider Lean Ventures contribution to Shifo to be priceless. They have brought to Shifo knowledge and tools on how to build and sustain new partnerships and how to measure the right indicators.



Currently, they help us to turn assumptions into facts by designing and running experiments and to establish a data-driven culture within Shifo. In essence, it's about maximising learning while minimising the time and costs for doing so.

Working with Lean Ventures is a real pleasure."

Rustam Nabiev, Director Shifo.org

"As an external innovations expert Andy Cars worked with me to create the New Business Lab function at BK.



Andy is not only fun to work with, but when it comes to innovation, he is one of the most knowledgeable and engaging people that I know. He not only provided us with valuable frameworks, tools and perspectives that helped us to grow but he understood how to make all of that work within the context of a large and complex organization."

Antonio Fonduca, Head of New Business Lab at BillerudKorsnäs

More testimonials at
www.leanventures.se/testimonials

All the way from audit to scaling

Interested to learn more?
Get in touch



INNOVATION STRATEGY

Working with leadership to design an innovation thesis & strategy.

INTRAPRENEURSHIP PROGRAM

Design Thinking and Lean Startup experts guide intrapreneurs on their journey from idea to market using a structured process based on proven tools and methods.

SCALING INTRAPRENEURSHIP ACROSS THE ORGANIZATION

Train-the-trainer programs. Leveraging digital tools to measure and share metrics and learnings. Removing barriers to innovation.



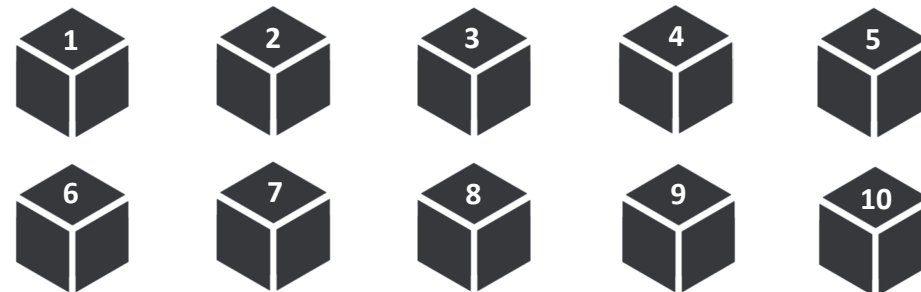
INNOVATION AUDIT

Assessing the company's current level of innovation maturity to establish a baseline from which to improve.



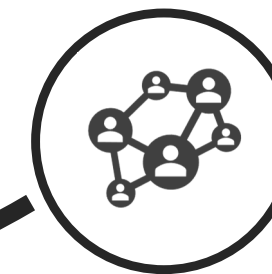
INNOVATION ACADEMY

10 workshop modules to build a shared understanding of how to work in an agile and data-driven way when innovating.



INTRAPRENEURSHIP PROGRAM

Design Thinking and Lean Startup experts guide intrapreneurs on their journey from idea to market using a structured process based on proven tools and methods.



INNOVATION ACCOUNTING

An innovation accounting system is necessary for effective governance. It also shows how fast you are moving and the short and long-term results of your innovation strategy.



INNOVATION ECOSYSTEM

An innovation ecosystem is an important complement to an intrapreneurship program. To succeed, leadership should form 'best-in-class' partnerships to leverage talent both inside and outside the company.

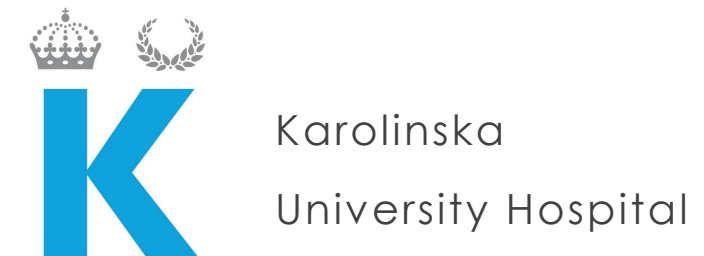
Benefits of our Intrapreneurship Program

Interested to learn more?
Get in touch



- Build in-house innovation capabilities. 
- Gain access to a network of world-leading lean startup coaches and innovation experts. 
- Learn about proven innovation methods and tools. 
- Develop new and differentiated business models. 
- Have more meaningful conversations with your customers and identify their true needs. 
- Learn how to measure innovation and select and evaluate innovation teams. 
- Learn how to scale innovation processes across complex organizations. 

Clients



CASE STUDY: "A smokeless future?"



Philip Morris International (PMI) is actively challenging themselves by asking: *"How long will the world's leading cigarette company be in the cigarette business?"*

Their premier RRP (Reduced Risk Product) is called IQOS and is targeted exclusively at smokers who are not prepared to quit smoking but would consider switching to IQOS.

Our own reasoning is that if regular smokers who switch to IQOS benefit from significantly lower health risks, we are interested in supporting such an initiative.

Lean Ventures was hired to help PMI employ Lean Startup and to find an effective go-to-market strategy for IQOS in Denmark.

Key Deliverables:

-  Two day kick-off workshop on Lean Startup and Business Modeling for all employees at PMI Denmark.
-  Selection of two cross-functional, full-time FFWD teams á five people on each team.
-  Implementation of the Lean Ventures 10-week intrapreneurship program.
-  In-depth coaching with the FFWD teams throughout the program.
-  Advising senior management on barriers to innovation and ways how to mitigate them.
-  Informing about IT tools to measure and share innovation progress as the program scales.
-  Liaising with Corporate Affairs and Legal to quickly approve or disapprove experiments that the FFWD teams wanted to run.
-  Three governance board meetings were held where the teams presented their learnings and insights to an innovation board consisting of the Director of Reduced Risk Products for the Nordics, Senior Manager Commercial Strategy & Planning, Director Corporate Affairs, Legal General Counsel and the Managing Director of the Nordics.

CASE STUDY: "A smokeless future?"

Key results:



Five personas were defined centered around customers jobs-to-be-done.



An experiment funnel consisting of 52 ideas of which 12 were selected by the teams to run, 10 that were approved by CA/legal, four that were partially validated and one that was validated and ready to scale at the end of the program.



A landing page controlled by the FFWD teams to run experiments outside of the official website was created.



Enhanced understanding of Design Thinking, Lean Startup and Business Modeling throughout the organization as ways to build customer empathy and run rapid data-driven experiments to in/validate key business model assumptions.



Clear framework for turning assumptions into testable hypotheses and running experiments and measuring learning metrics, i.e. the "flat part of the hockey stick".



Clear understanding of funnel metrics and how to design experiments to target different parts of the funnel, all the way from acquisition, activation to retention, revenue and referral.

Morten S.

*Manager Commercial
Strategy RRP, PMI*



" In the five months after Andy came in to help select and work with our teams, we have changed our ways of working and managed to increase our market share significantly in the Danish market.

Exactly how much of this is directly due to Lean Startup is difficult to say but Andy managed to push us outside of our normal boundaries and mindset, which was great! "

There are more case studies available on our website

Lead Innovation Coach



Andy Cars is the founder of Lean Ventures International AB where he has worked with a diverse set of clients in different industries, including Telia, Tieto, H&M, Bayer, BillerudKorsnäs and SMHI.

As an entrepreneur, Andy has experience from building five companies, of which three have been sold. As a business coach and mentor to more than 200 startups, Andy has contributed to creating entrepreneurially driven enterprises worth several hundred million SEK.

By combining the *Innovation Academy* with *Executive Coaching* and a battle-tested *Intrapreneurship Program*, Andy helps large companies to build their innovation capabilities.

Andy is also on the jury of the EU-Commission SME-Instrument Program to help strengthen EUs innovation capabilities. As a visiting faculty member of the KTH Executive School he also teaches innovation and intrapreneurship. Previously Andy has contributed to developing the world's first guiding standard for Innovation Management (ISO 56002) published in 2019.

Andy has a *magna cum laude* MBA from the European University in Lisbon and an undergraduate in Change Management from OUBS. Andy is fluent in English, Swedish and German.



Overview of our services

Interested to learn more?
Get in touch



1



Innovation Academy

Who is it for?

Executives, middle managers, and innovation teams

Purpose?

Teaching innovation theory to develop new abilities.

For how long does it run?

10 modules.
½ to 1 day per module.

DAYS

2



Intrapreneurship Program

Innovation teams

Turning theory into practice by bringing new ideas to market.

10 – 12 weeks

WEEKS

3



Executive Innovation Coaching

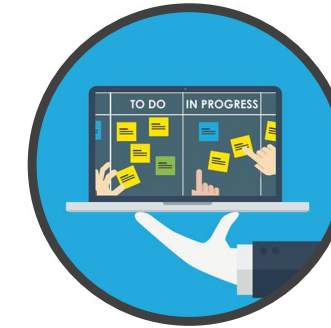
Executives and middle managers

Tailored to the person being coached.
1-on-1

Normally 3 – 6 months.
Flexible / on-demand.

MONTHS

4



Interim Innovation Leadership

The CEO or Business Unit Heads

Setting up new innovation functions with hand-over to line managers.

Several months up to a year.

YEAR