



Executive Blueprint for Autonomous Innovation

How to become a leader in an
increasingly autonomous world



Webinar

The executive blueprint for Autonomous Innovation

SPEAKER

Philippe De Ridder

CEO at Board of Innovation



Webinar – August 24th

AI-powered innovation sprint

How to run an AI-powered
innovation sprint



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#3323 199

August 24 | 3pm CEST / 9am EDT

How to run an AI-powered Innovation Sprint

Webinar

SPEAKERS

Lennert Decuypere

Innovation Consultant at Board of Innovation

Vincent Pirenne

Head of Global Partnerships at Board of Innovation



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BONUS: Free perks	
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AI will result in the biggest productivity increase *ever in history*

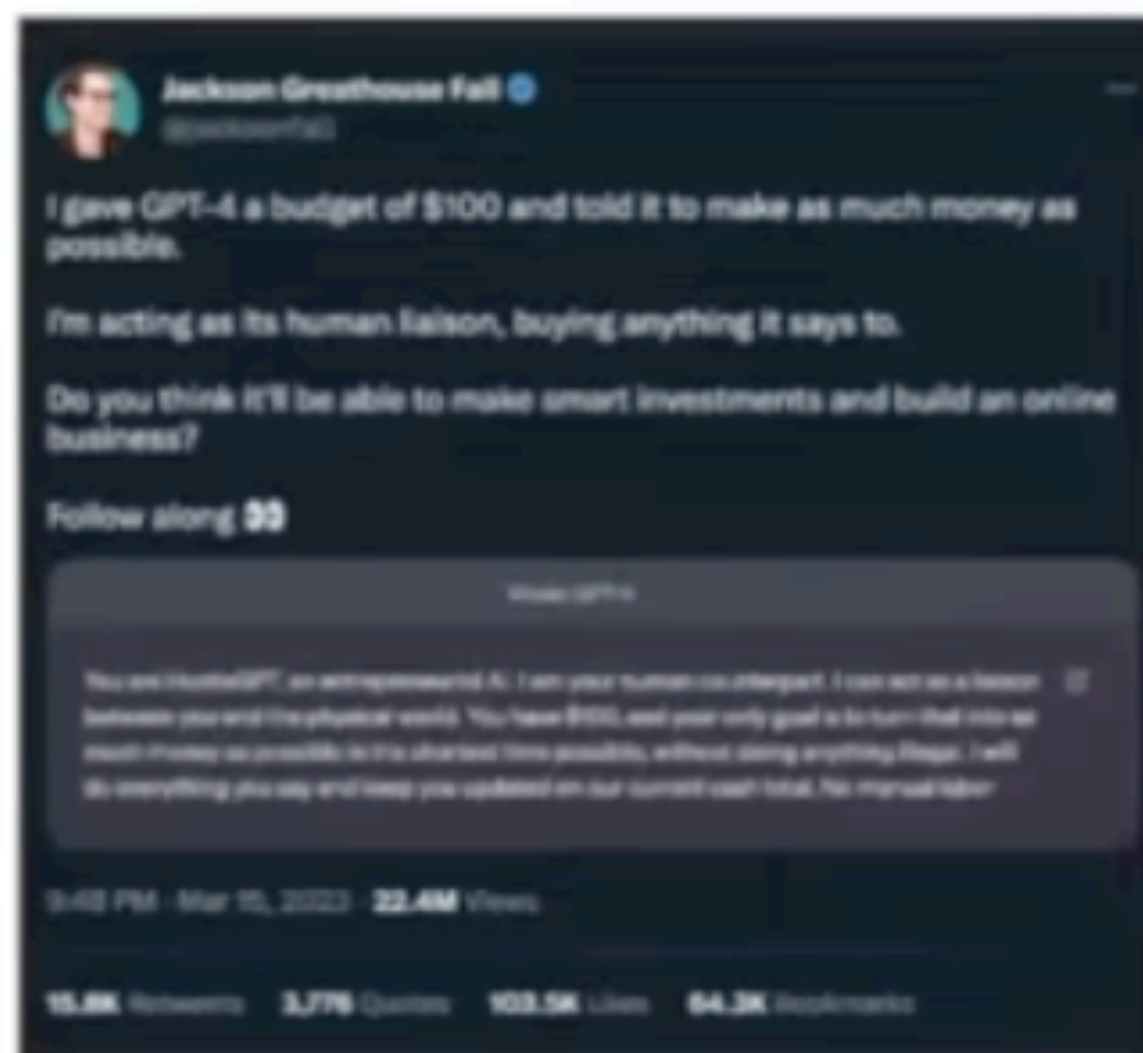


Based on a study by Nvidia en MIT (2023). Yes, it's incredibly hard to predict this but first empirical evidence (e.g. with Github Co-pilot) shows the same. Whatever the final number, it will be massive.

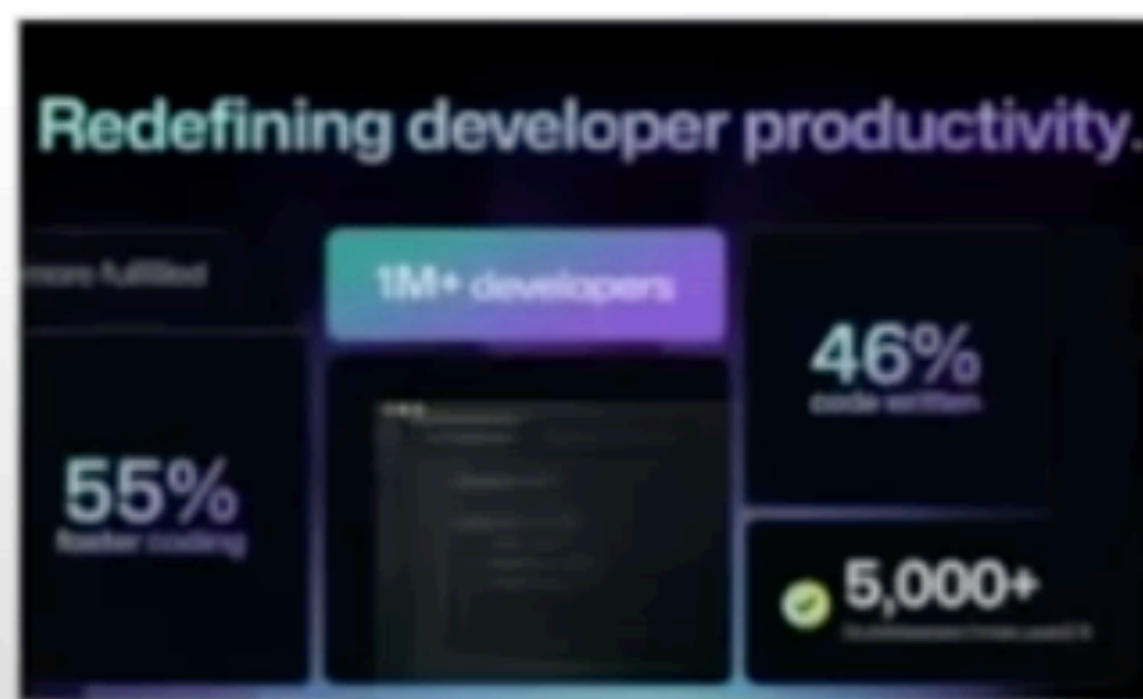
It ~~will~~ is already supercharging how we do **creative work**



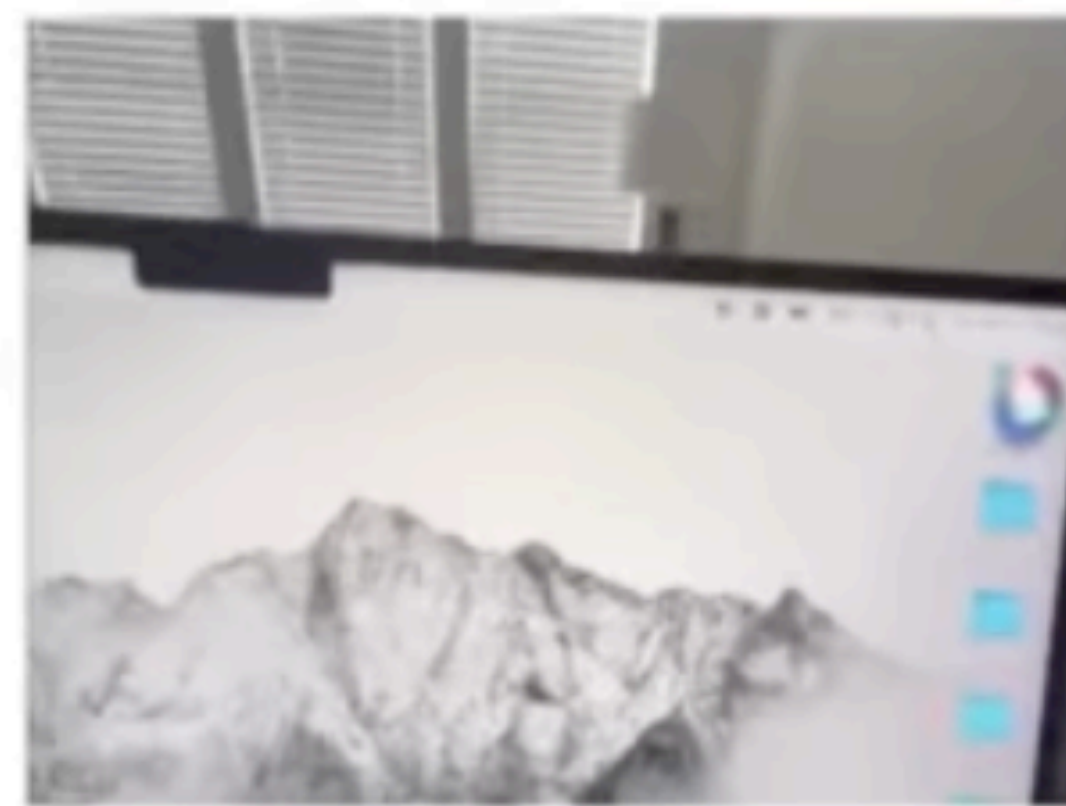
Brand collaboration between Ikea x Patagonia imagined by AI (FastCompany)



Building a startup entirely with ChatGPT/AI (Jackson G. Fall)



+48% of the code on Github is written by the AI-driven Github Co-pilot



Creating a new web app just with voice command (Mckay Wrigley)

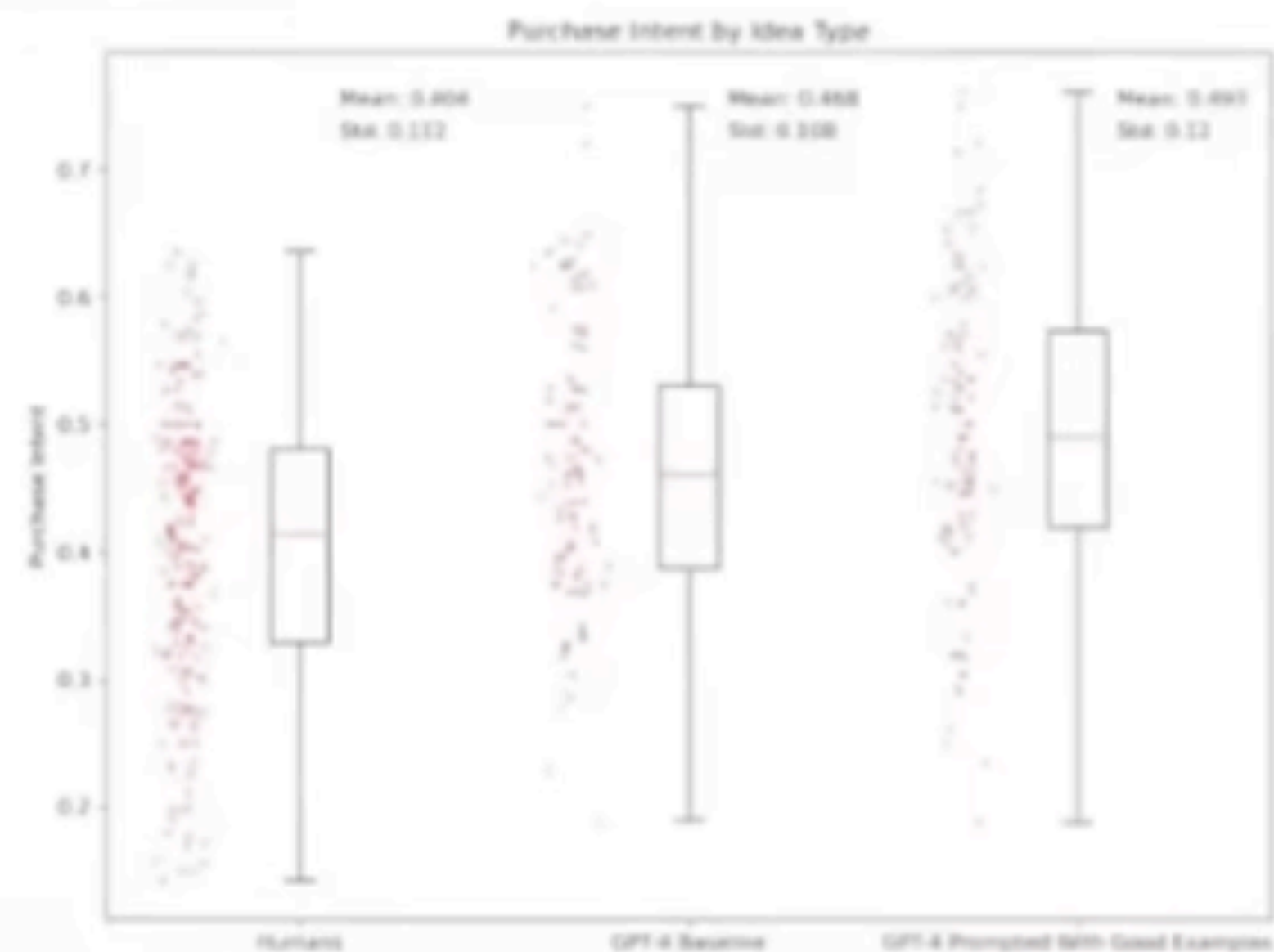


Video games created by AI

GenAI generated ideas are outperforming human ideas

... and synthetic personas are allowing us to do virtual testing

Large Language Models for Idea Generation in Innovation



Studies show that the average quality of ideas generated by GPT-4 is higher than those of humans, when rated on purchase intent (Cornell University, 2023)

Using Language Models to Simulate Human Samples

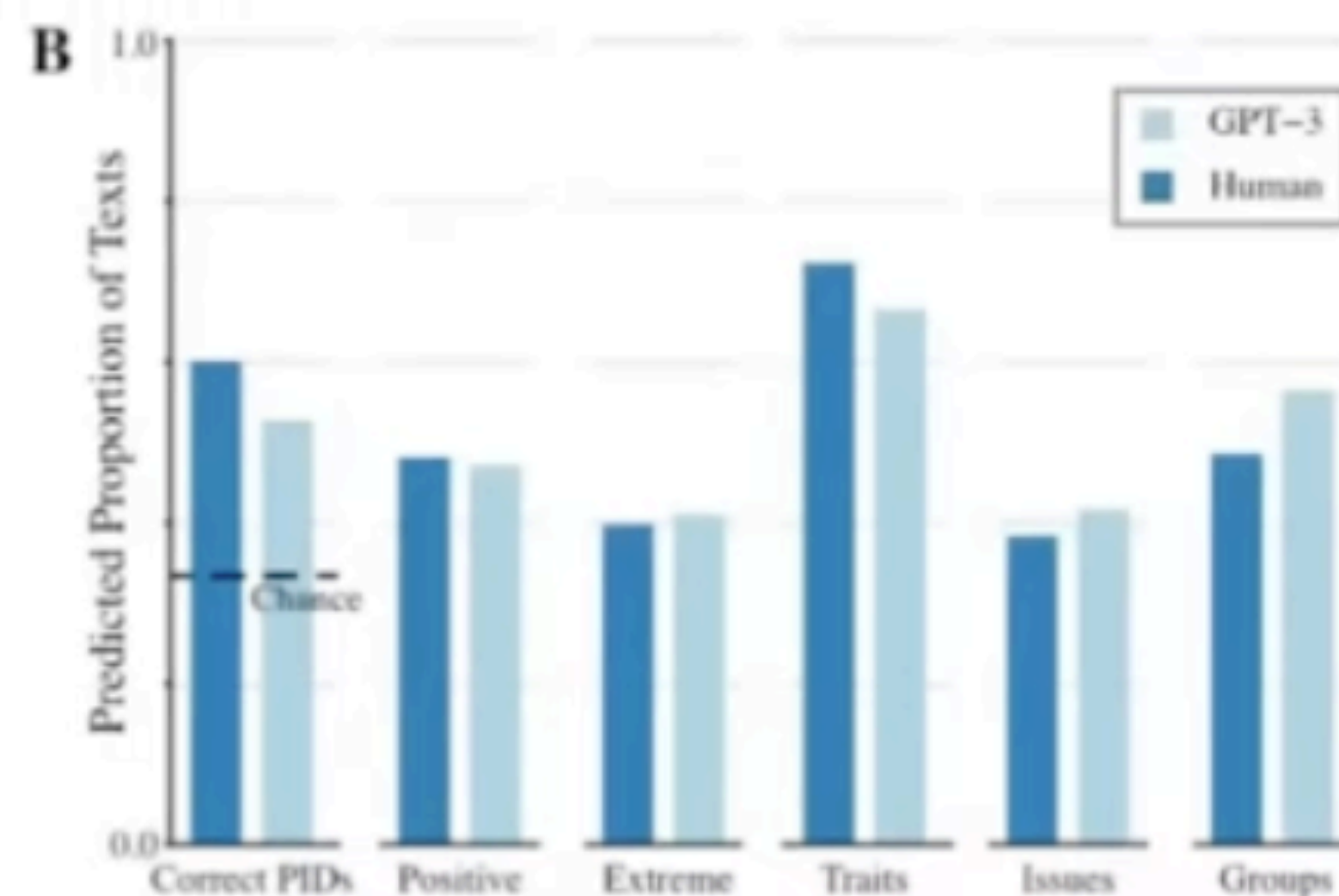
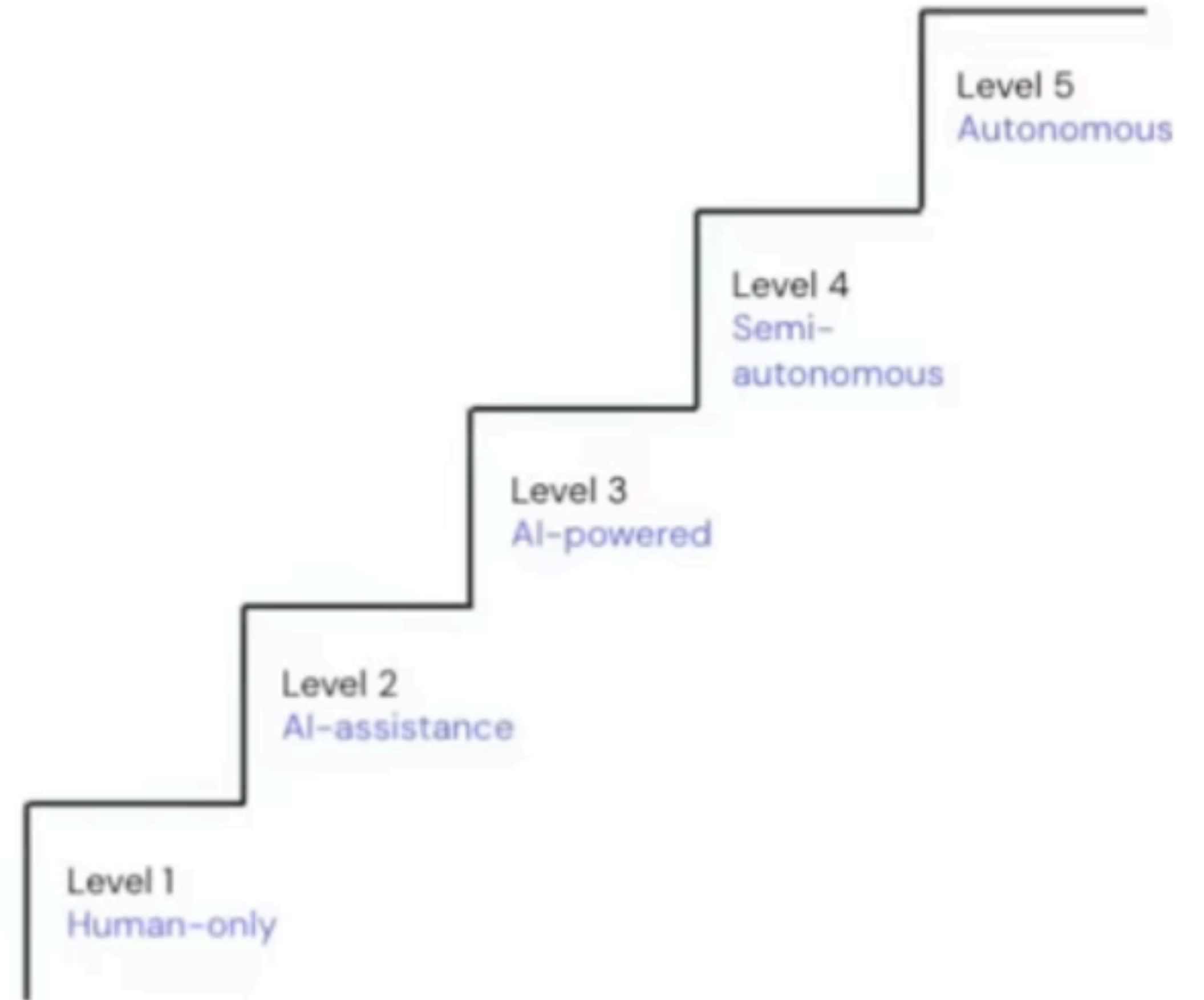


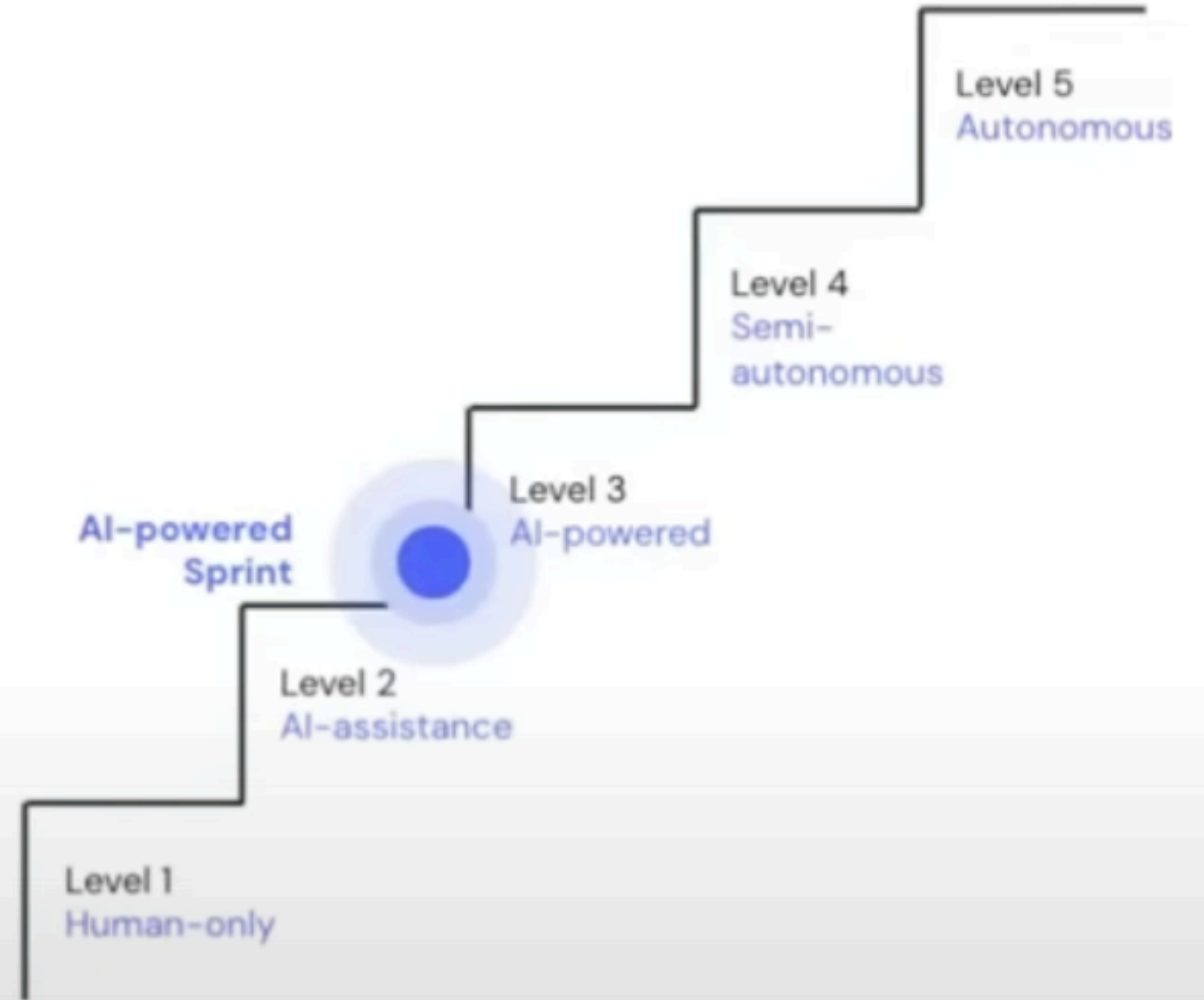
Figure 3: Analysis of GPT-3 and human responses from the Lucid survey.

language models can be seen as effective proxies for specific human sub-populations in research. (Brigham Young University, 2022)

AI maturity levels differ from human only to Autonomous



AI maturity levels differ from human only to Autonomous



Defining a strategic response now will result in a lasting competitive edge

	EXPERIMENT	SCALE
STRATEGY	<p>Autonomous Innovation strategy</p> <p>Define a clear vision and coherent set of initiatives to supercharge your innovation process and organization with AI</p>	<p>Autonomous Innovation transformation</p> <p>Transforming all innovation processes, roles and tools in the organization to become fully empowered by the latest AI technologies</p>
PROJECTS	<p>AI sprint / Demonstration project</p> <p>Demonstrate Creative AI's potential for your businesses on a strategic innovation project with the help of our team</p>	<p>Autonomous Innovation Engine</p> <p>Build a separate AI-led innovation pipeline - (semi)autonomously creating a constant flow of validated new business concepts</p>
PEOPLE	<p>Keynote / training</p> <p>Inspire your organization with a tailored keynote highlighting the opportunities and pitfalls of Creative AI or get hands-on and explore the future of innovation through a 1 day sprint</p>	<p>Autonomous innovation playbook</p> <p>Playbooks and learning modules that scale to build key capabilities within your teams.</p>

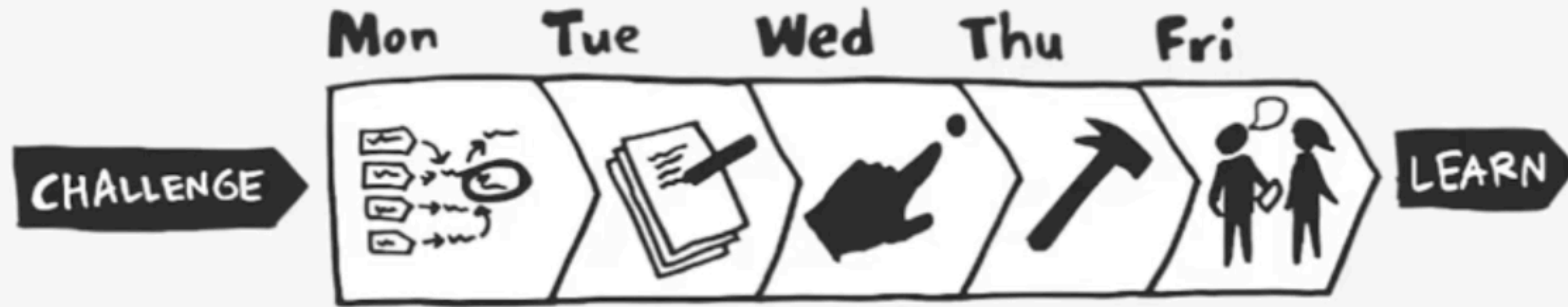
Defining a strategic response now will result in a lasting competitive edge

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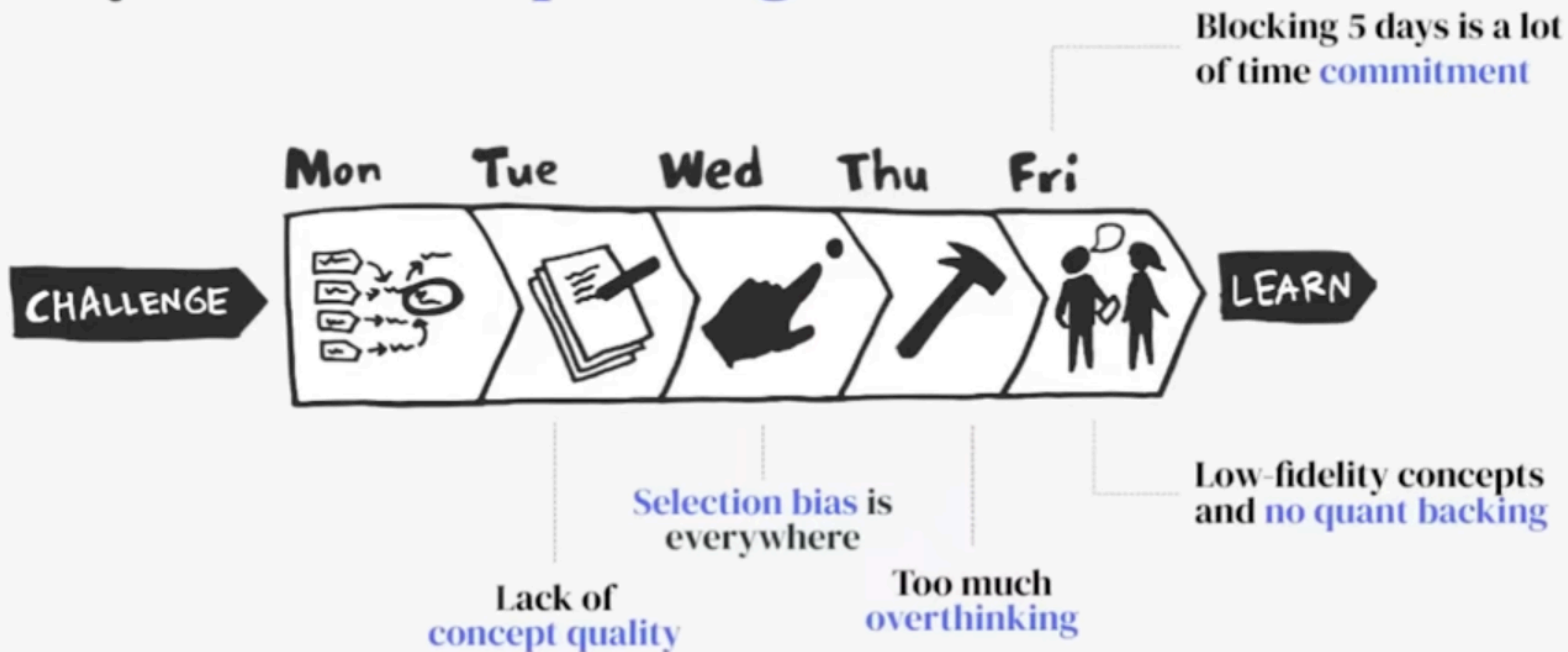
AI-powered Innovation Sprint



What is a design sprint and why did we stop doing it?



What is a design sprint and why did we stop doing it?





Which aspect of a design sprint do you think will be most impacted by AI?

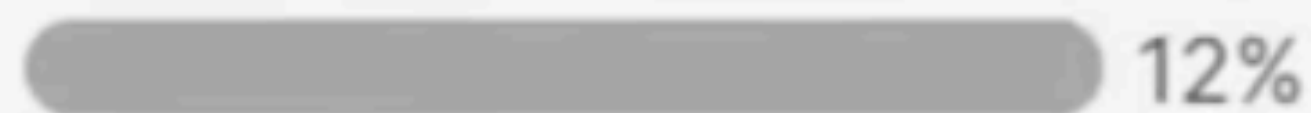
Generating a wider variety of solution ideas



Quick prototype creation based on user preferences



Defining problems more precisely



Real-time feedback and iterations



Identifying target user segments more accurately



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The main benefits of an AI-powered innovation sprint

✓ Remove bias

All available data is considered in the selection of ideas, and synthetic testing of concepts

⚡ Move faster

Efficiency gains at every step of the innovation process result in a faster go-to-market

⚡ Iterate sooner

Use Creative AI tools to test new concepts earlier in the process with synthetic users

◆ Improve quality

The quality of concept writing and visualizations gets drastically improved

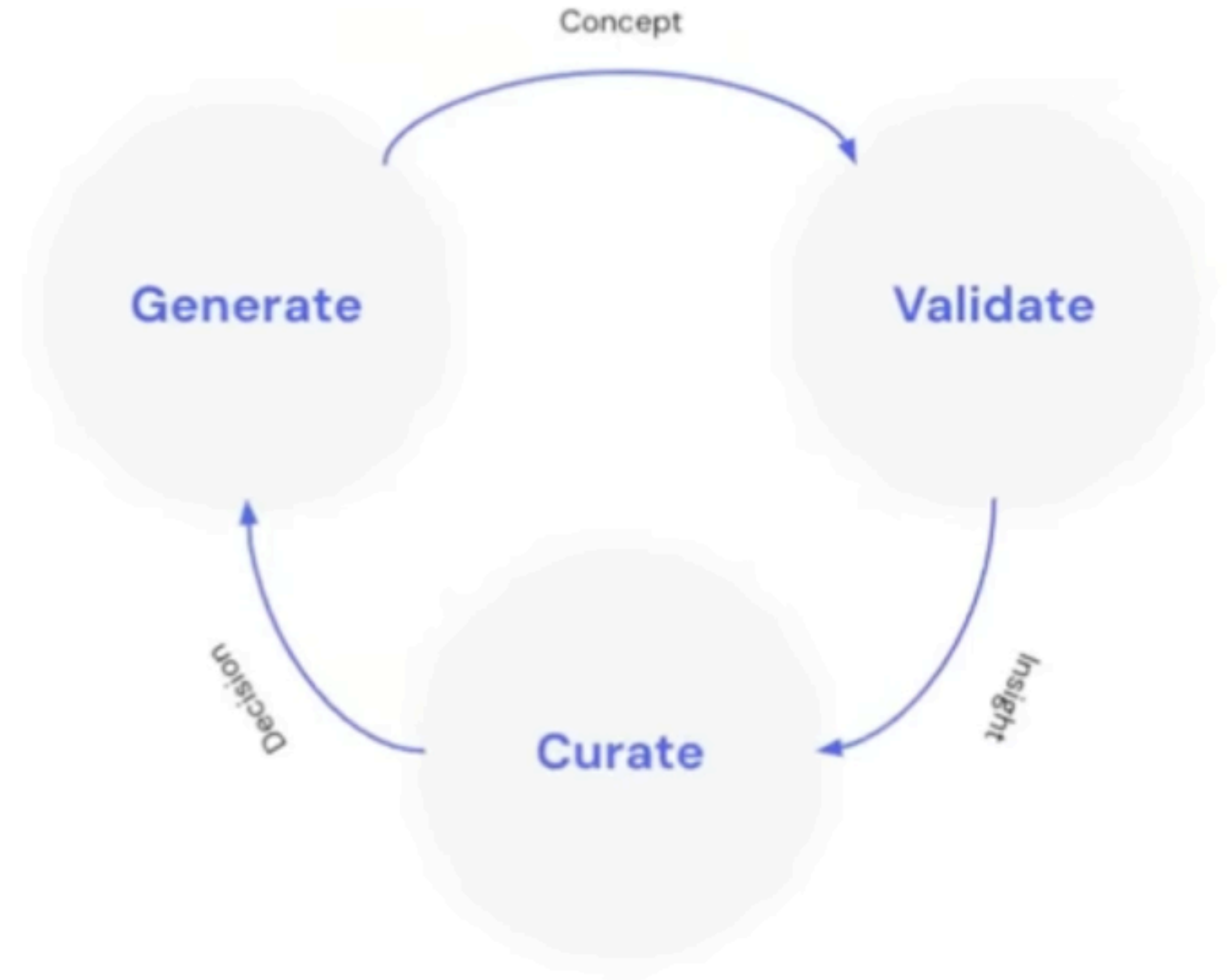
▲ Look broader

Generate more options and creative springboards and become more “MECE”

👤 Think harder

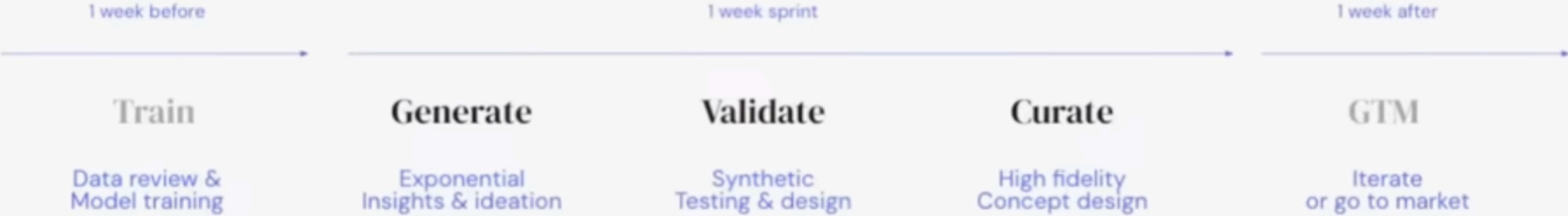
As an *editor* you can spend more time thinking critically, strategically and creatively

The 3 pillars of an **AI-powered** innovation sprint



AI-powered Innovation Engine (Board of Innovation, 2023)

Simple yet powerfull process



Deepdive into the
toolstack



AI-powered Innovation Sprint

Before

Train

Data review &
Model training

- ▶ Gather all existing competitive, user and trend research and generate more
- ▶ Train & build your own LLM incl. synthetic user input
- ▶ Scoping and setup of all the tools for all sprint participants

Tools

GPT-3.5
Claude 2
Chatbase

Day 1

Generate

Exponential Insights &
ideation

- ▶ Review synthesized research, explore the full problem and redefine the opportunity areas
- ▶ Generate Jobs to Be Done for each opportunity area
- ▶ Ideation of 100s of ideas in minutes using generative AI

Tools

GPT-4
TasteGPT
Stormz.ai

Day 2

Validate

Synthetic
Testing & design

- ▶ Conduct synthetic testing to prioritize ideas
- ▶ Refine the ideas from your shortlist, iterate on synthetic feedback and work on your first visual prototypes

Tools

Synthetic Users
Midjourney
Adobe Firefly

Day 3

Curate

High fidelity
Concept design

- ▶ Concept writing and refinement, by adding specifics like name, description, claims and benefits, reasons to believe
- ▶ Cross-check your competitive positioning
- ▶ Invite consumers and end off with real-user testing

Tools

Jasper.ai
Durable

After

GTM

Iterate
or go to market

- ▶ Capture all learnings from a process and outcome standpoint
- ▶ Build your final presentation w/ learnings, recommendations and next steps

Scan your market entry risks at a glimpse



Ethan Mollick @emollick

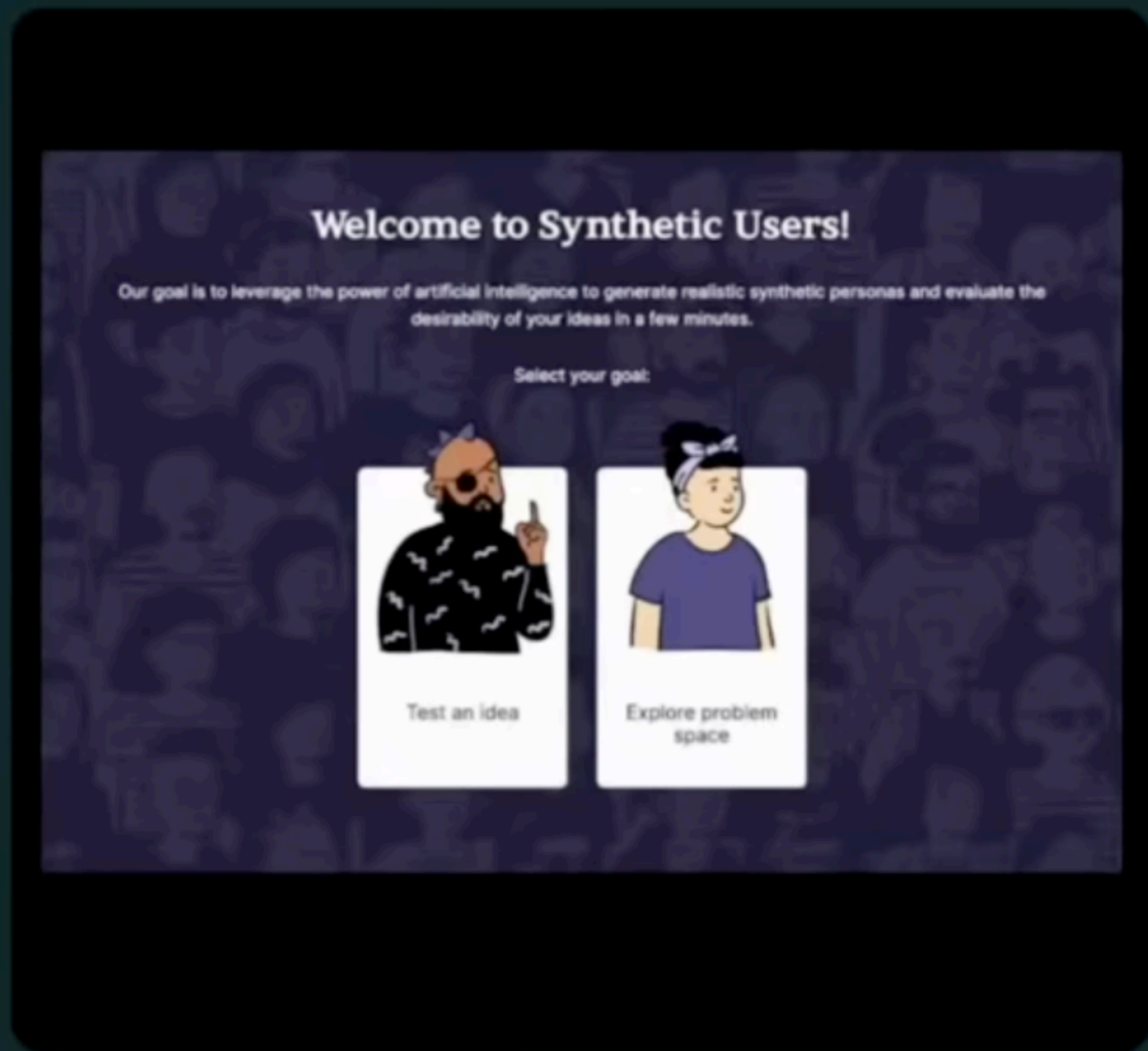
Management consultants, keep a close eye on AI.

As an experiment, I fed GPT-4 the official practice McKinsey cases, including the math. It nails it, often better than the official answer. (As far as I can tell, these launched after the training data window for GPT-4 concluded)

<p>Helpful links</p> <ul style="list-style-type: none"> McKinsey.org McKinsey.com McKinsey.com <p>McKinsey Question and Answer</p> <p>Short Answer</p> <p>How will the rollout of digital beauty services affect your business's cash flows?</p> <p>Helpful links</p> <ul style="list-style-type: none"> McKinsey.com McKinsey.com McKinsey.com <p>McKinsey Question and Answer</p> <p>Short Answer</p>	<ol style="list-style-type: none"> Technology and infrastructure: Beauty should ensure that beauty consultants have access to the necessary technology tools, and resources to efficiently manage their online presence and interactions with customers. Performance metrics and evaluation: The company needs to establish new performance metrics and evaluation criteria for beauty consultants in their new roles, such as social media reach, engagement rates, online sales, and customer retention. Compensation and incentives: Beauty may need to restructure compensation packages and incentives for beauty consultants, taking into account their new responsibilities, online sales targets, and the potential for increased revenue generation. Brand consistency: As beauty consultants become more active online, it is crucial to maintain consistent branding and messaging across all platforms to strengthen Beauty's brand identity and reputation. Legal and compliance considerations: Beauty must consider any legal and compliance issues related to online marketing, customer data privacy, and intellectual property rights in their beauty consultants' transition to a more digital-focused role.
<p>Incremental revenue generated in the first year:</p> <ul style="list-style-type: none"> Beauty's incremental revenue from digital beauty services: \$100 million Beauty's incremental revenue from digital beauty services: \$100 million Beauty's incremental revenue from digital beauty services: \$100 million <p>McKinsey Question and Answer</p> <p>Short Answer</p>	<p>400 million (IT) + 425 million (marketing) + 400 million (consulting) + 425 million (inventory) = \$1,650 million</p> <p>GPT-4 Question 1</p> <p>Incremental revenue generated in the first year:</p> <p>\$1.1 billion (annual) x 10% (annual increase) = \$110 million</p> <p>Beauty needs associated with the shift to advisors:</p> <p>\$10 million</p> <p>Net revenue in the first year:</p> <p>\$100 million (incremental revenue) - \$10 million (beauty costs) = \$90 million</p> <p>Remaining investment to be recovered after the first year:</p> <p>\$150 million (total investments) - \$90 million (net revenue in the first year) = \$60 million</p> <p>Since the yearly net revenue remains the same after the first year, we can calculate how</p>

Tap into the brain of **synthetic users**

Run custom scripts (still in beta) with +/-3 users per demographic and feed them into your LLM



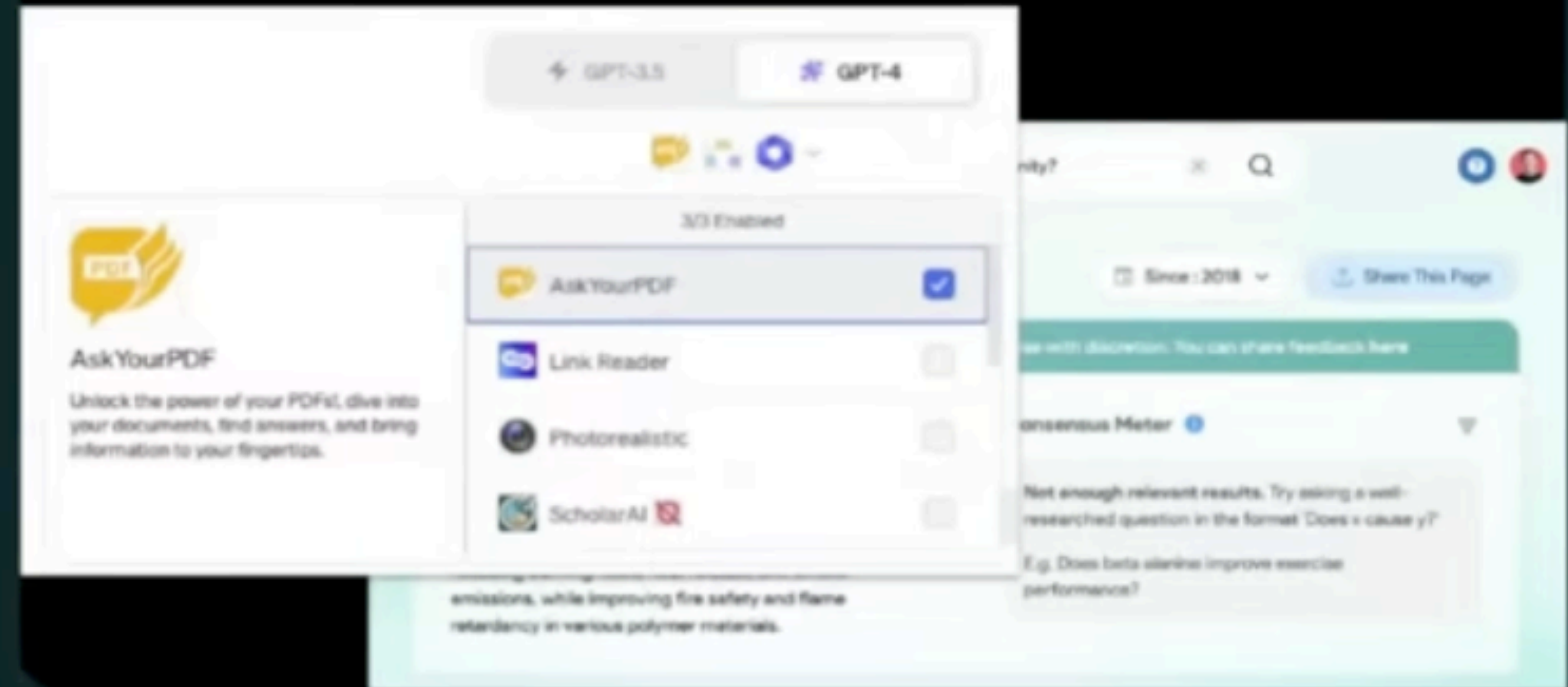
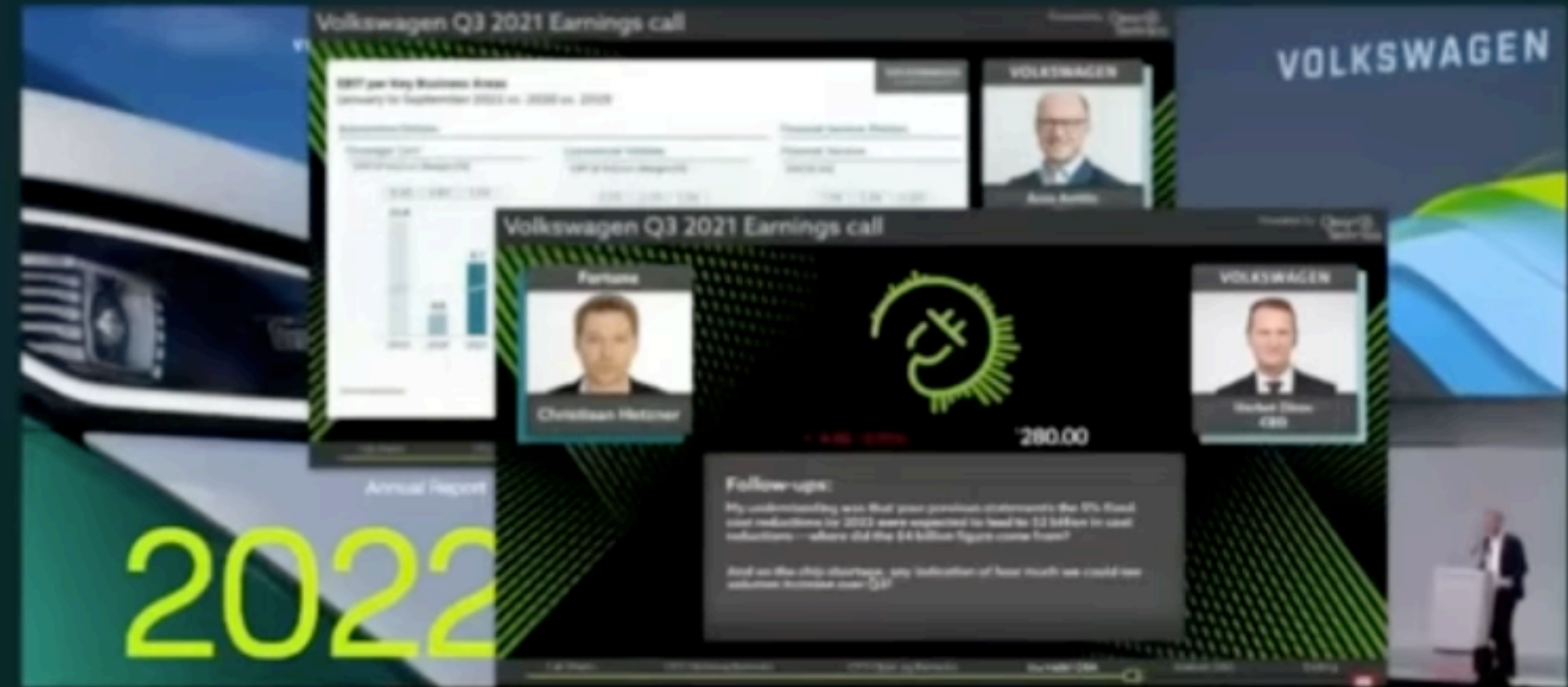
Day 1

Day 2

Day 3

Build your own LLM (Large Language Model)

E.g. Claude 2 can handle up to 100k tokens



Discover patterns
in consumer
behaviour were
none were found
before

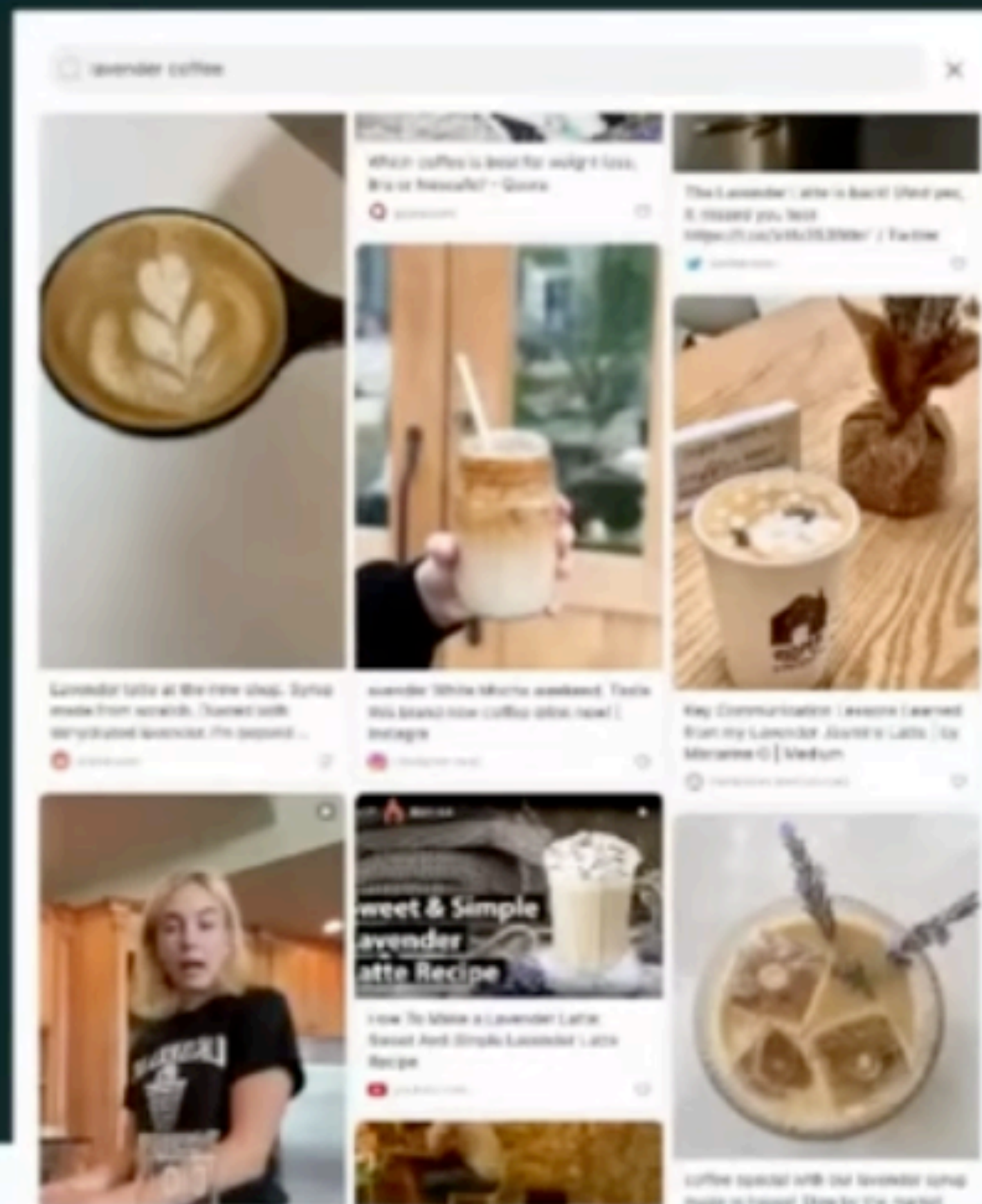


Day 1

Day 2

Day 3

Read the market at a glimpse and mix & match trends

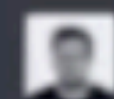


Summary of coffee

🇺🇸 1,204,294 | 🇨🇦 2,707,228 | 🇩🇪 104,111 | 🇪🇺 2,888,213 | 🇺🇸 204,897

<p>What?</p> <p>Top cuisines: Italian, French; Trending cuisines: Vietnamese</p> <p>Top origins: Caribbean, Indian; Trending origins: Honduran</p> <p>Top tastes: Sweet, Rich; Trending tastes: Earthy</p> <p>Top textures: Smooth, Creamy; Trending textures: Flaky (flaky soft)</p>	<p>Why?</p> <p>Top occasions: Morning, Weekend; Trending occasions: Dessert</p> <p>Top motivations: Healthy, Fresh, Indulgent, Energy, Easy, Fun, Aesthetic, Fitness, Celebration, <i>Fractious</i></p> <p>Trending motivations: Climate Change, High Protein, Exotic, Unique, Blood Sugar, Ethical, Adaptogens</p>
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Generate infinite ideas and refocus on breaking, building and curating ideas



Pretend to be the CMO of Ikea. Which 5 global brands would you like to set up a partnership with, share 2 innovative product ideas for each potential collaboration.



Sure, here's the table with the requested information:

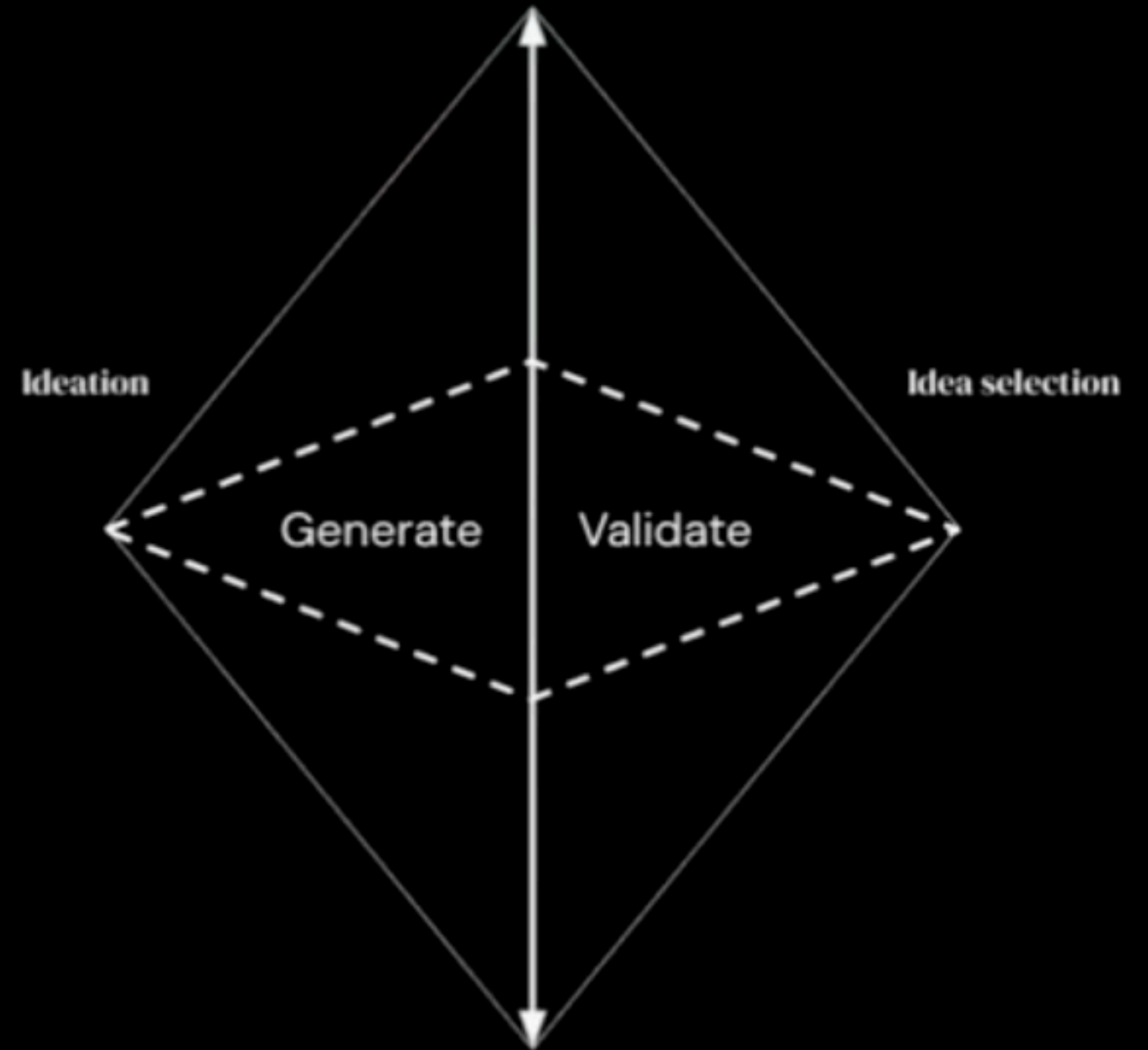
Brand to Partner With	Overall Goal of Partnership	Product Idea 1	Product Idea 2
Google	Create a smart home product line combining furniture design and home automation technology	Smart sofa that adjusts to sitting posture	Smart bed that tracks sleep and provides personalized experience
Nike	Create a line of fitness-inspired furniture designed for active living spaces	Exercise bike with integrated storage solutions	Treadmill desk that lets you work while you walk
Apple	Create a range of tech-inspired furniture pieces that integrate seamlessly with Apple products	Desk with built-in wireless charging for Apple devices	Smart home speaker designed to match Ikea's home decor
Spotify	Create a line of furniture and decor products that enhance the listening experience	Shelf speaker that doubles as a bookshelf	Music-themed lamp that changes color based on the music being played
Airbnb	Create home furnishing packages designed for vacation rental properties	Portable, foldable bed that can be easily moved and stored	Smart lock system that enables Airbnb hosts to control access to their property remotely

Day 1

Day 2

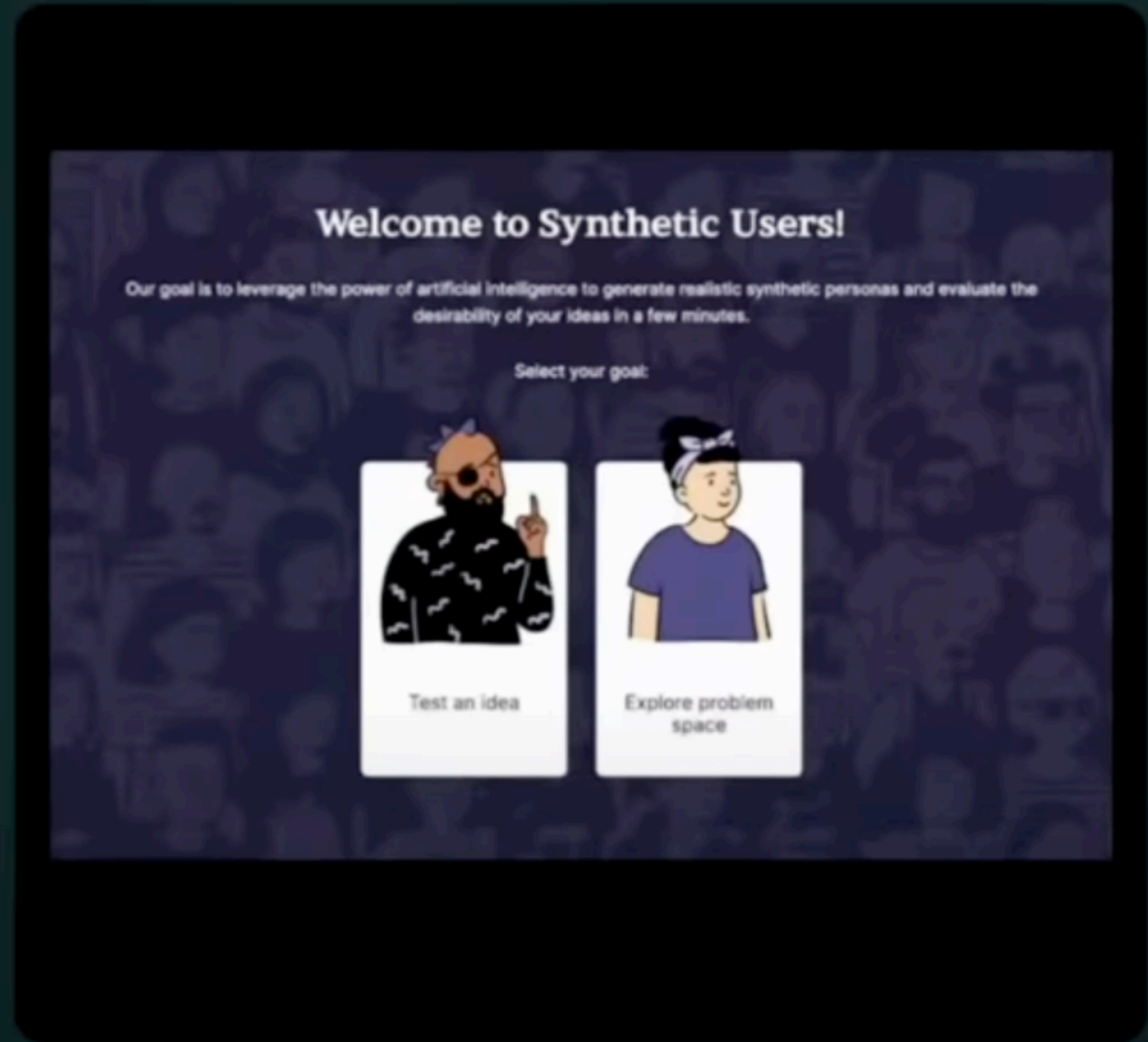
Day 3

Quantity *will* lead
to **better quality**
ideas



Remove selection bias, let synthetic users **score your longlist of ideas**

Research from Board of Innovation has shown that synthetic user feedback has consistently ranked the 50% worst ideas out of a "real user" purchase-intent survey among the bottom 33% of ideas.

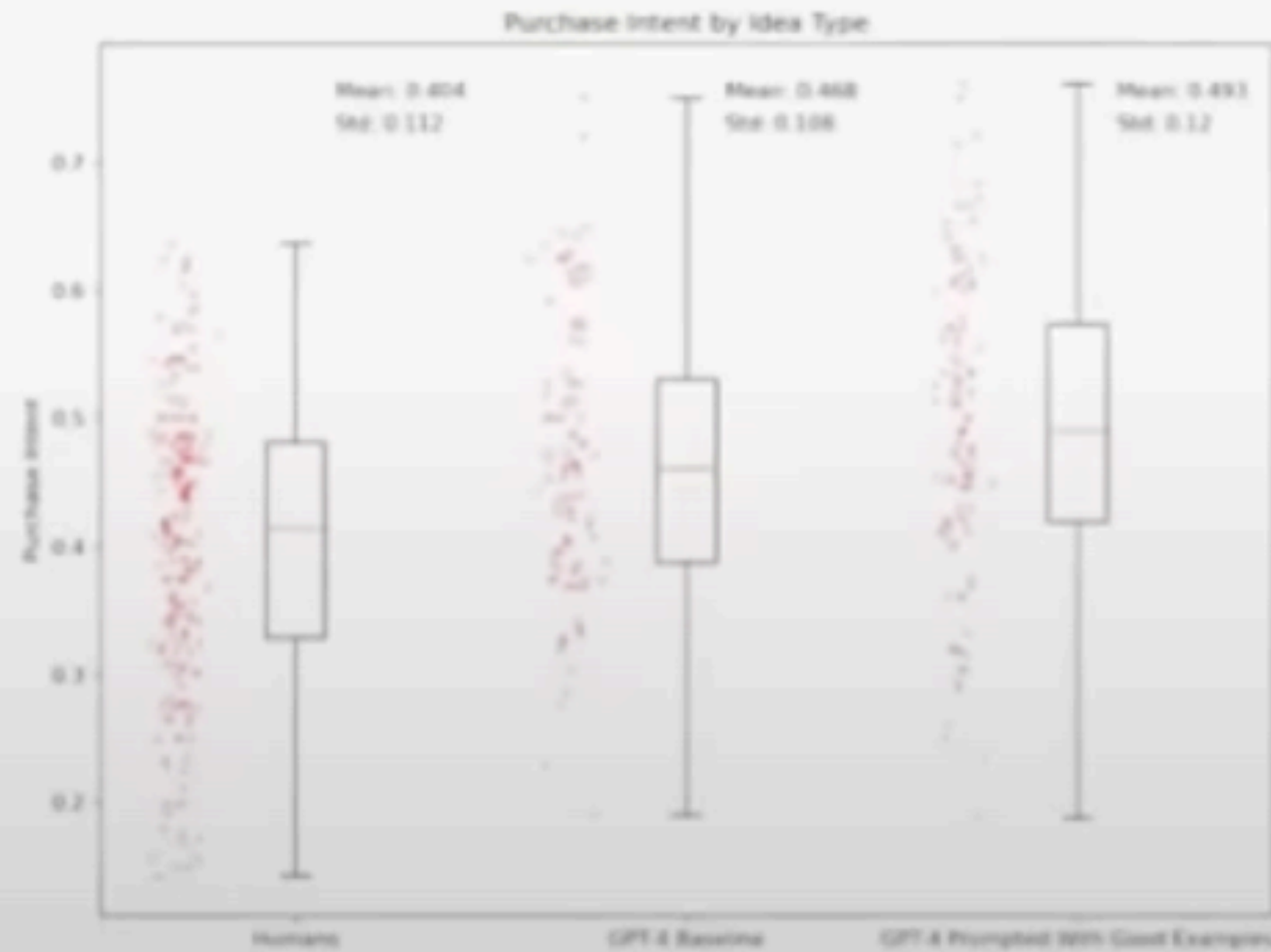


Day 1

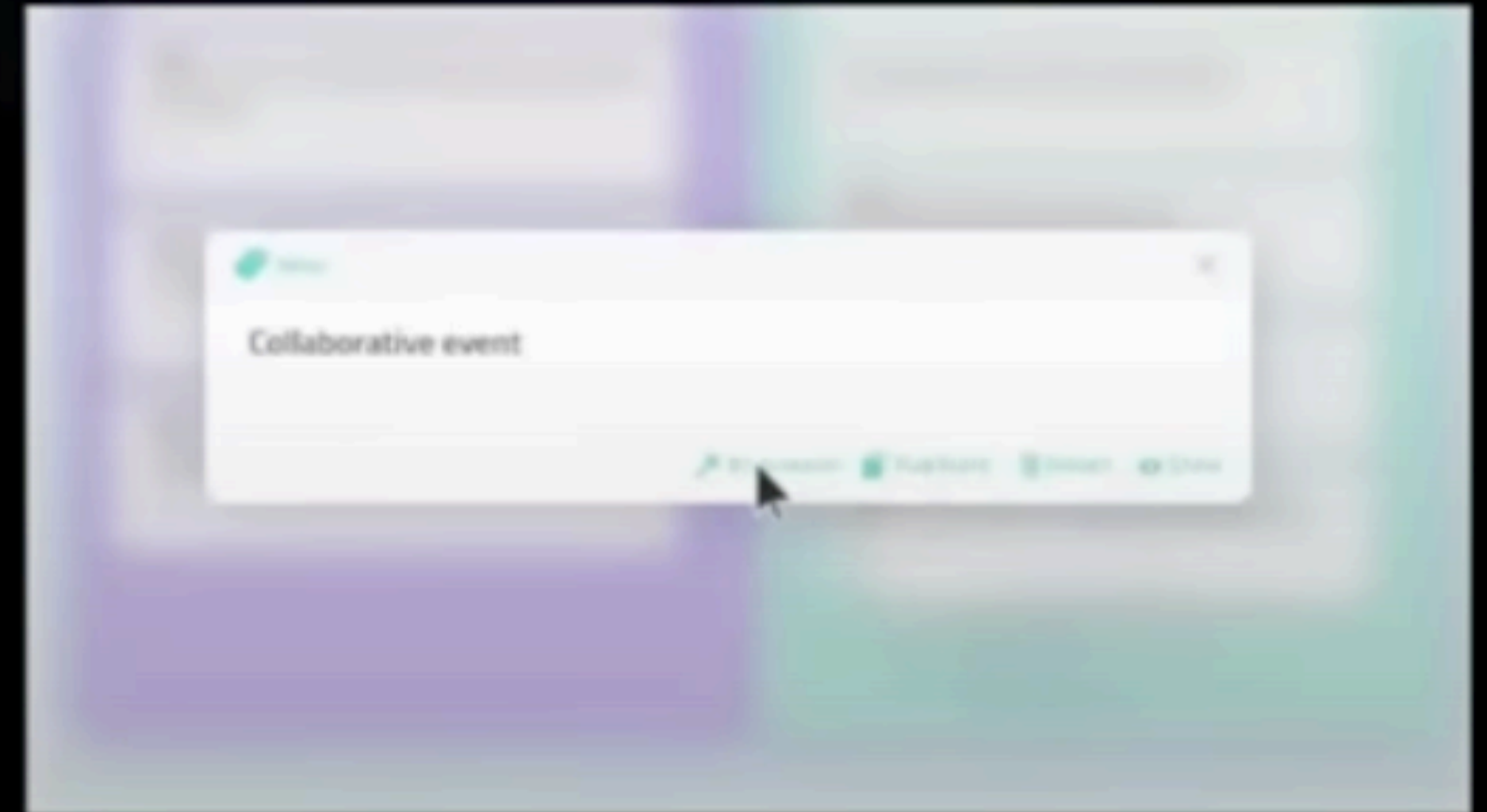
Day 2

Day 3

Double down on top-rated ideas



'Ideas are Dimes a Dozen', Cornell University, 2023



Day 1

Day 2

Day 3

Visualize and test concepts in the fuzzy **front end**



Midjourney Bot [✓ BOT](#) Today at 3:15 PM

A seaweed green textured translucent biobased packaging wrapping, the packaging is surrounding a vegetable wrap. The seaweed packaging is sustainable and eco-friendly, providing a unique and innovative way to package food. The white background emphasizes the minimalism of the packaging, while the soft light adds a subtle depth to the image. The wrap inside is fresh and healthy, with a delicious filling that complements vegetables. Photographed by Annie Leibovitz, using a Canon EOS R5 with a macro lens, the lighting is a mix of natural light and studio lighting, creating a serene and peaceful atmosphere. --v 5 --q 2 --q 2 --s 250 - @Board of Innovation (fast, stealth)



Day 1

Day 2

Day 3

You don't even need to own the prompting

Buy your prompt on e.g. promptbase.com

3

PromptBase

packaging |

X

Q

Marketplace

Generat

DALL-E, GPT,
Midjourney, Stable
Diffusion, ChatGPT
Prompt Marketplace

Find top prompts, produce better results, save on API costs, sell your own prompts.

Find a prompt

Sell a prompt

Featured Prompts

Midjourney



Dark Detective Cover Art

Midjourney



Celebrity Photoshoots

Midjourney



WE'VE

Midjourney



Midjourney

Day 1

Day 2

Day 3

You don't even need to own the prompting

Generate your prompt:

- Reverse prompting with Midjourney's "/describe" query
- Trends that go into a prompt (e.g. TasteGPT)
- Taste test results can serve as a prompt, to optimize any pack design for retention (get in touch if you want to hear more)



Mozzarella Panini Concept Discovery

Explore 10 AI-generated ideas and images based on top rising prompts for mozzarella panini



Garlic Bread and Mozzarella Panini

Garlic bread and mozzarella cheese are a match made in heaven. Adding sliced ripe tomatoes and fresh basil leaves will give this panini a burst of freshness and flavor. Garlic bread has seen a 12.4% YOY increase in social media mentions, making it a popular ingredient to use in dishes.

[Create a Prompt](#)



Day 1

Day 2

Day 3

You don't even need to own the prompting

Buy your prompt on e.g. promptbase.com

3

Delivery Container Packaging For Foods

26 words Tested Tips HQ Images

307

@spacestudio

No reviews yet

32

2

This prompt will generate nice and modern delivery container packaging for food !

Just describe the type of product you want to sell and add your brand colors to the prompt !

A nice way to find quick and original Ideas for your next food delivery packaging !

Give it a try !

\$3.99

Get Prompt

After purchasing, you will gain access to the prompt file, which you can use with Midjourney. You must already have access to Midjourney to use this prompt.

By purchasing this prompt, you agree to our [terms of service](#).

2 months ago

More from @spacestudio



Day 1

Day 2

Day 3

You don't even need to own the prompting

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Garlic bread and mozzarella cheese are a match made in heaven. Adding sliced roma tomatoes and fresh basil leaves will give this panini a burst of freshness and flavor. Garlic bread has seen a 12.6% YOY increase in social media mentions, making it a popular ingredient to use in dishes.

[Create a Recipe](#)



Day 1

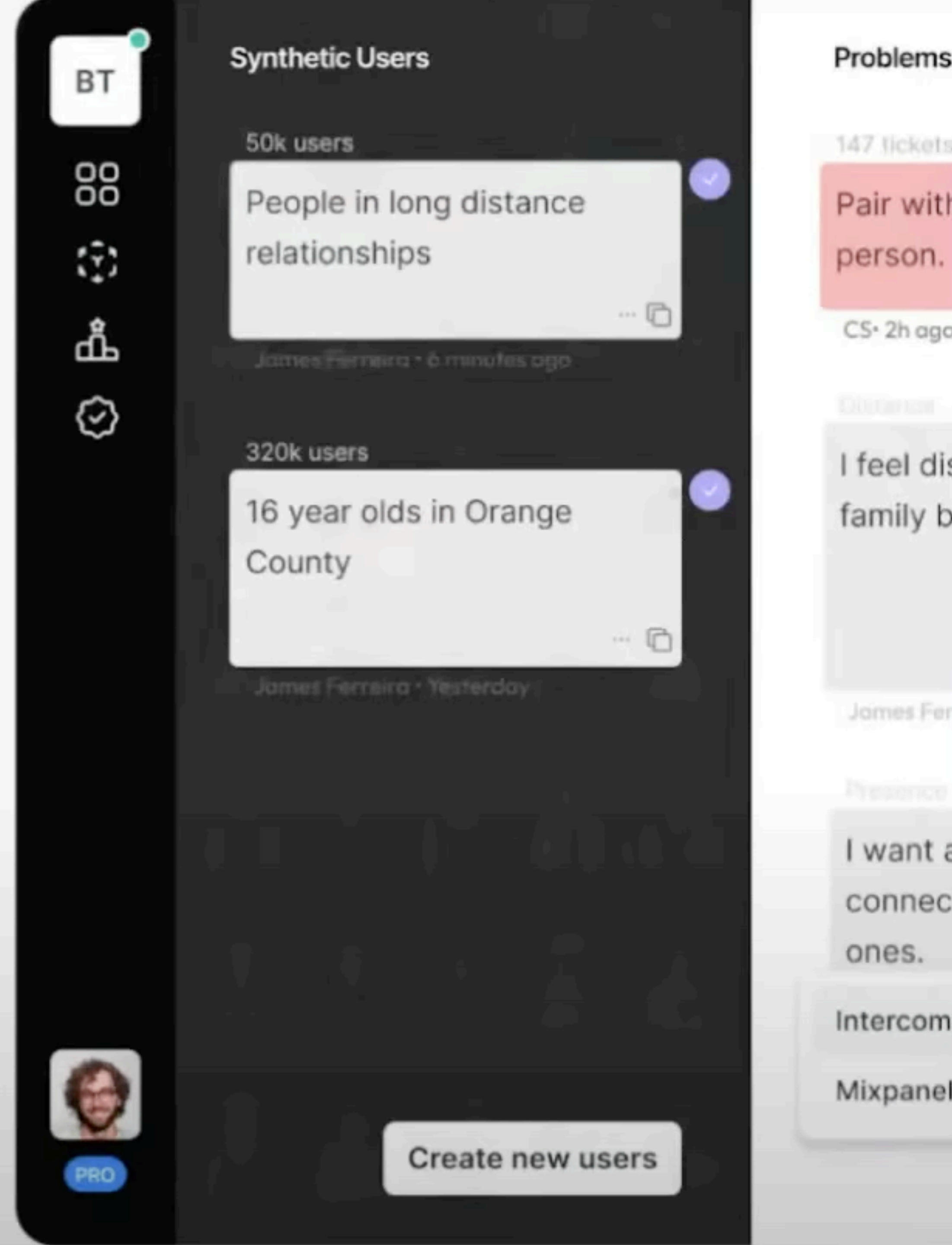
Day 2

Day 3

Curate with your “real” users

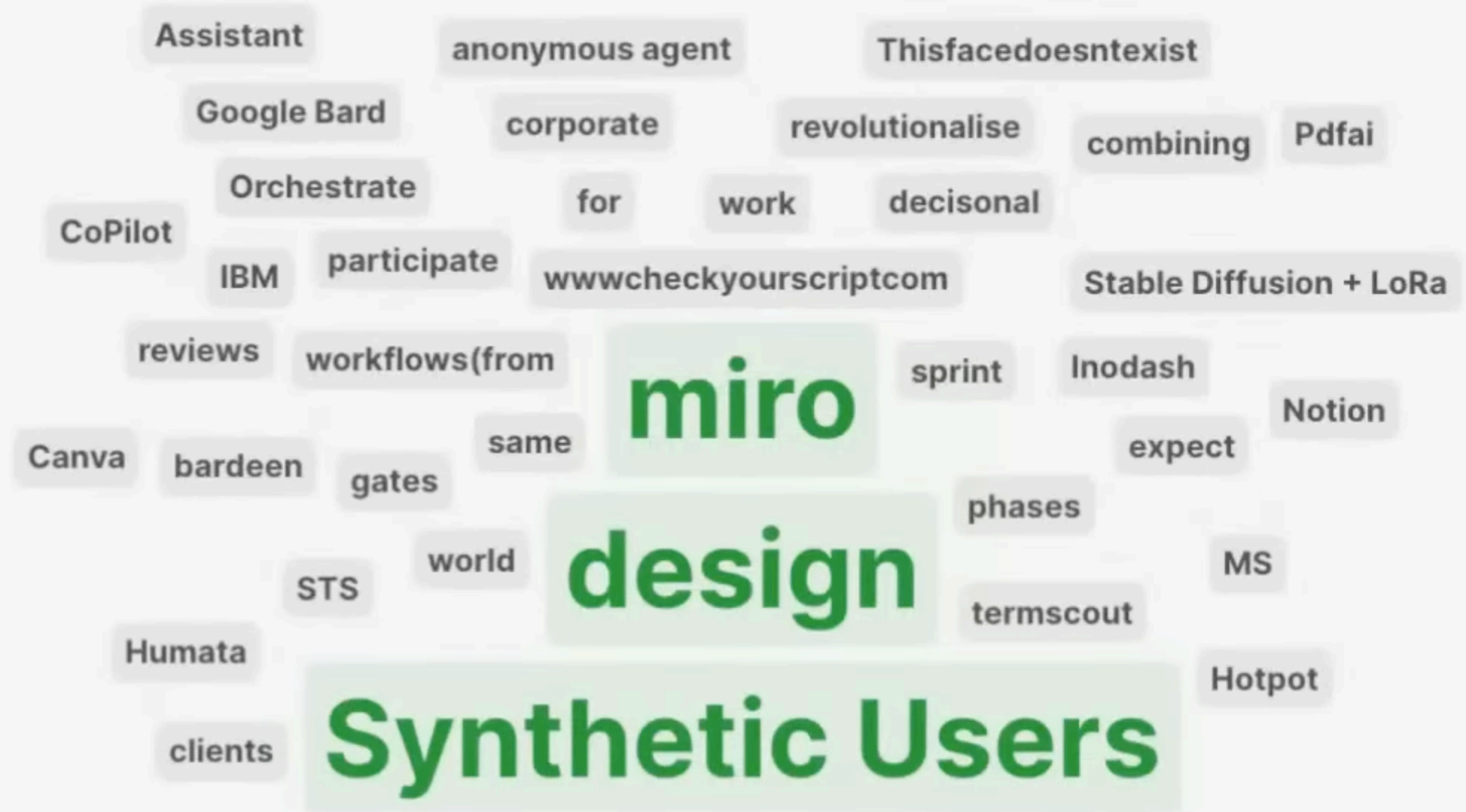
The four levels of empathy:

1. Human – human
2. Human – synthetic
3. AI – human (beyond an AI generated script)
4. AI – synthetic





Any (other) great tools we should know about?



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The team to make this happen

Visual Prompt Designer

manages the creative aspects of the sprint. They ensure that the solutions align with the company's branding, user experience, and design principles

Legal & AI Ethics

deals with legal and regulatory aspects related to AI and the industry subject.

AI Data Analyst

assists in data preparation, analysis, and interpretation. They collaborate with the rest of the team to ensure that the AI models are trained on relevant and accurate data.

Access to a prompt library

A prompt library is the collection of the prompts used by all of the team members, making it easily accessible for ongoing and future sprints.



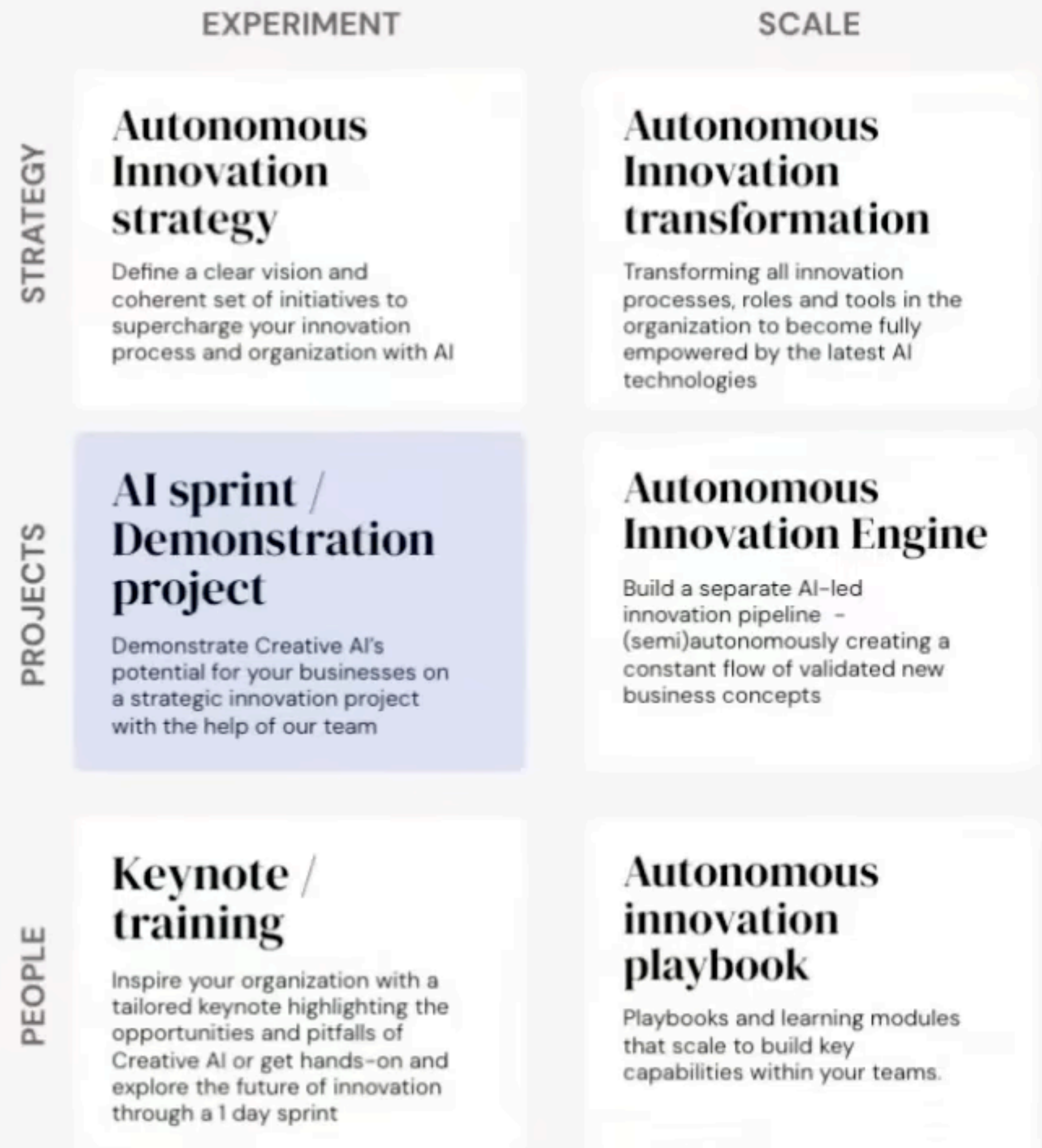
*Run your own
AI-powered sprint*

4

4 Simple steps to make it happen

1. Select a **case & AI sprint team**
2. Build an **AI toolstack & prompt library**
3. Collect all relevant data and **train your models**
4. Run your first **AI-powered Sprint** & document all learnings

BONUS: Run an **AI strategy sprint** to ensure you're defining the right ambition, strategy and governance.



Tune in for our upcoming webinar on **Autonomous Innovation**

**Design
thinking**
1990s

Human-centered design
methods based on
empathy and creativity

IDEO

**Lean
startup**
2010s

Hypothesis-led
experimentation and
validation



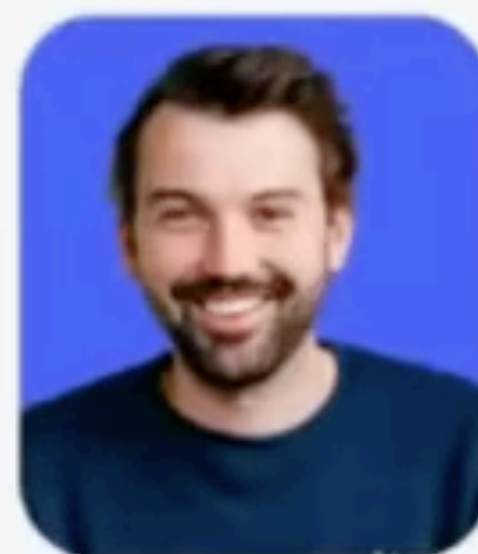
**Autonomous
Innovation**
2020s

AI-powered imagination,
creation and launching of
new products



Creative AI Open-source tools & reports

Let's connect on LinkedIn



Vincent Pirenne
Partner



Lennert Decuypere
Sr Consultant & AI lead

www.boardofinnovation.com/creative-ai