BRIDGING DETROIT AND SILICON VALLEY

FROM INNOVATION TO IMPLEMENTATION
OPEN INNOVATION

INVESTMENT

INTRAPRENEURSHIP

INSIDE (CORPORATE)

OUTSIDE (ECOSYSTEM)

INNOVATION LAB

FRICTION
≠ SPEED/TIMELINES
≠ GOALS
≠ MINDSET/CULTURE
WHO IS THE INTERNAL CUSTOMER?

RESEARCH

ADVANCED ENGINEERING

ENGINEERING

SALES & MARKETING

AFTER-SALES

WHO IS THE INTERNAL CUSTOMER?

7+ YEARS

~5 YEARS

~3 YEARS

½ - 2 YEARS

½ - 2 YEARS

SOME OTHER FUNCTIONS

IS / IT

MANUFACTURING

SUPPLY CHAIN

...

WHAT IS THE DECISION PROCESS?

TYPICALLY MULTI-STEP DECISION PROCESSES WITH MULTIPLE STAKEHOLDERS
SPECIALIZED OR SMALLER BUSINESS UNITS CAN HAVE SHORTER DECISION PROCESSES
FRICTION ≠ GOALS

SIMPLISTIC OVERVIEW OF THE TYPICAL GOALS WHEN ENGAGING WITH EXTERNAL PARTNERS

- **RESEARCH**
  - Support the internal research efforts

- **ADVANCED ENGINEERING**
  - Assess the maturity of technologies / solutions

- **ENGINEERING**
  - Source proven, scalable, reliable and durable solutions

- **SALES & MARKETING**
  - Quickly catch new business opportunities

- **AFTER-SALES**
GOING BEYOND STEREOTYPES

FRICTION ≠ MINDSET/CULTURE

CAR MAKER - CORPORATE

START BIG
GOOD FROM DAY 1
SOURCING FOR 10 YEARS
...

TRUST

CAR MAKER - INNOVATION LAB

GUIDANCE

EXTERNAL PARTNER - STARTUP

START SMALL
GOOD ENOUGH, ITERATIVE
SURVIVING THE NEXT 6 MONTHS
...

GOOD ENOUGH, ITERATIVE
SURVIVING THE NEXT 6 MONTHS

TRUST