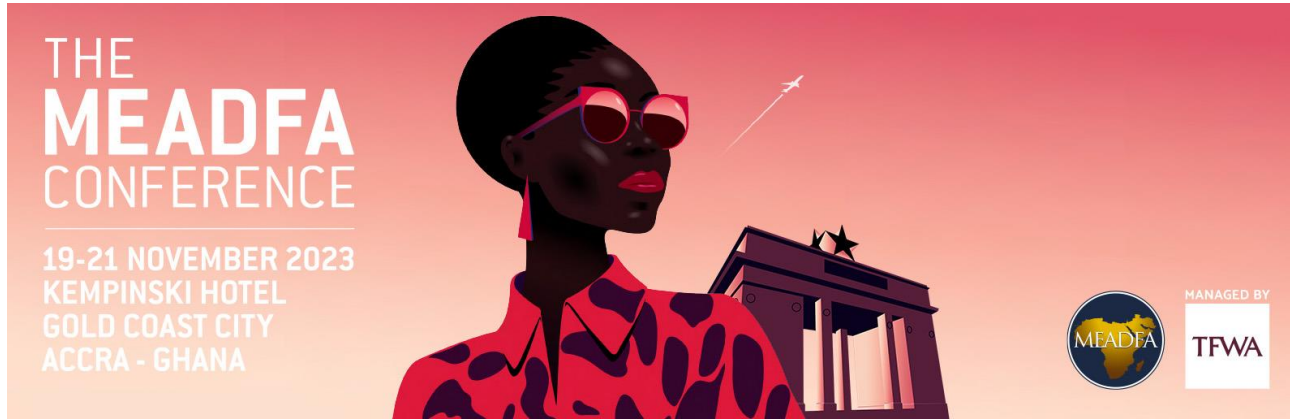


Creating Innovation Pipelines



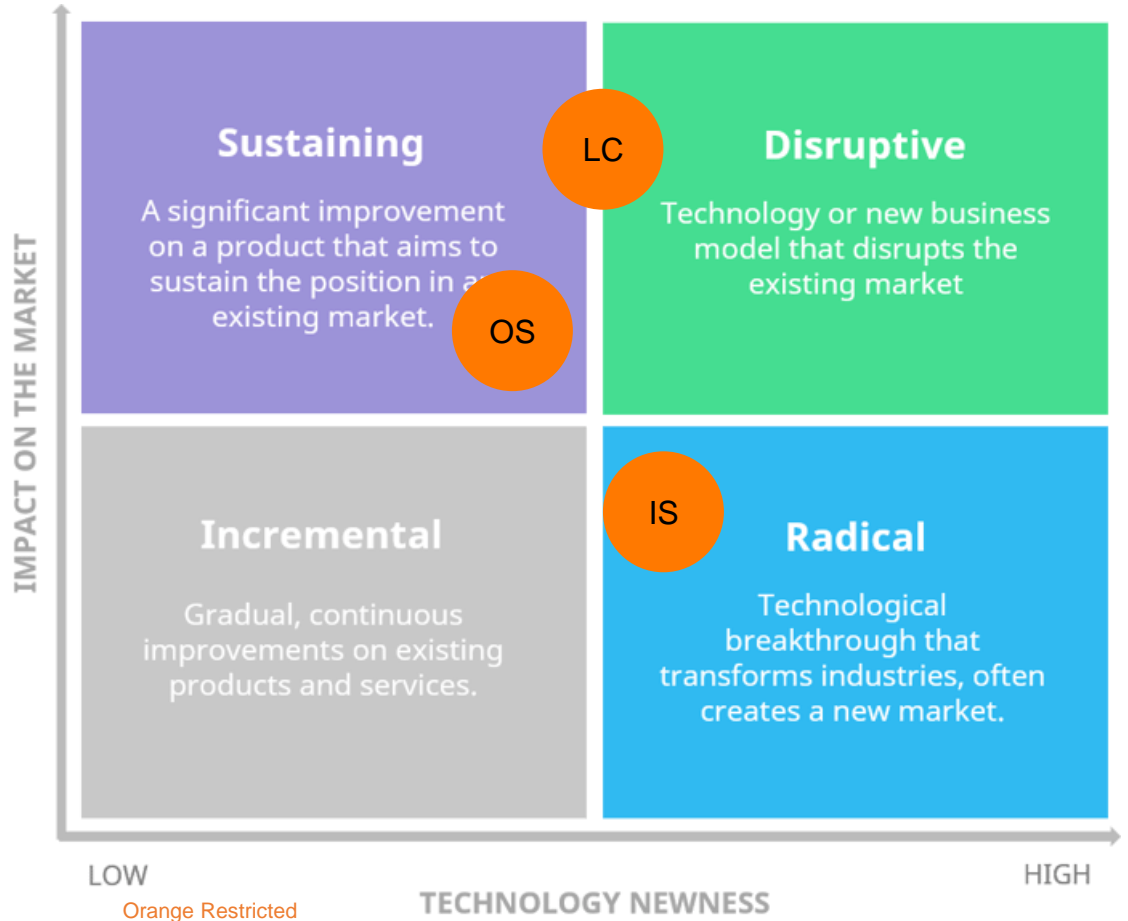
Agenda

- What is Innovation?
- Learning from Innovation Initiatives
 - Open Innovation
 - Empowering Employees
 - Local / Global
- Designing the right Innovation Organization
 - Blending Process with Culture
 - Innovation Team
 - Generative AI input



What is Innovation?

- New products and services
- Process and organization improvements (offline/online)
- Entirely new business models (pricing, channels, branding)



IS: In-Store customer engagement

OS: Online Shopping and airport delivery

LC : Low-Cost airlines

Outside-In

Innovation is like
a parachute, it
works better
when it's Open!

Sort out
common
goals with
your partner

Orange Fabs
Intrapreneurs
Studio

Orange
Ventures

Imagine with
Orange

Learning
expedition

Idea box
FabLab
Crowd
innovation

Capital
Investment

Open
Innovation

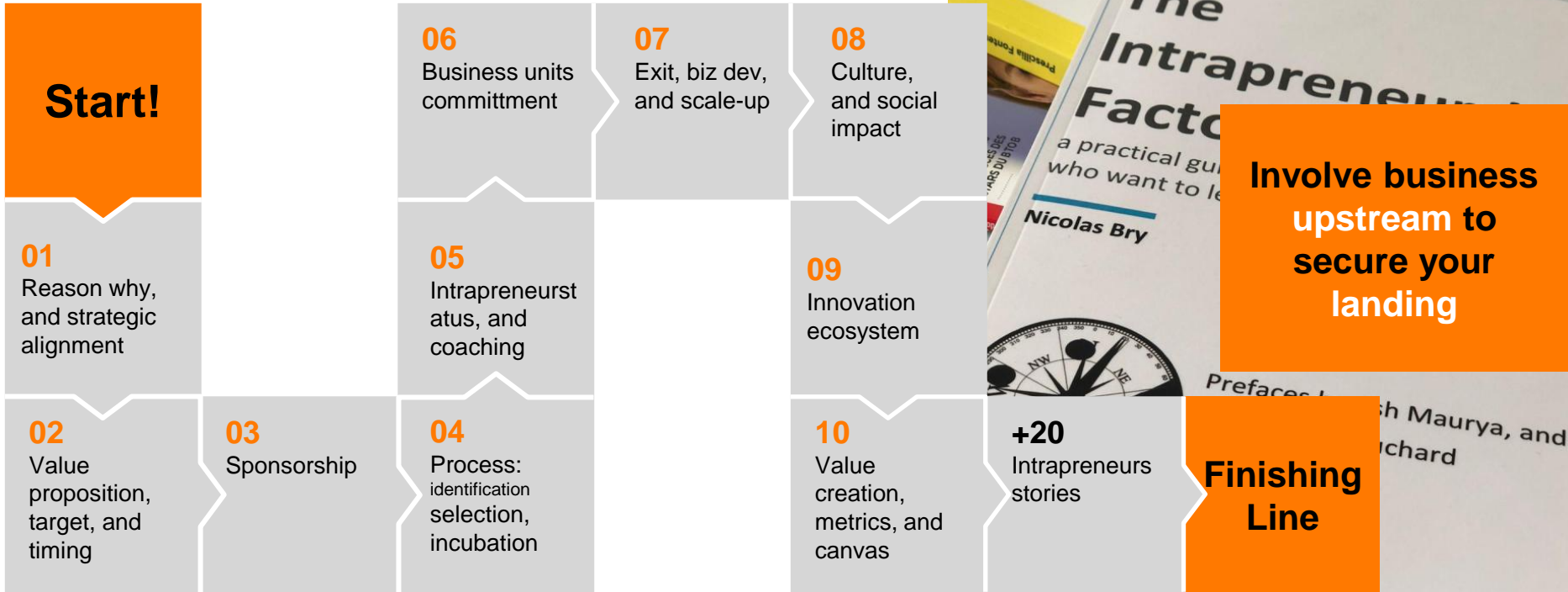
Corporate
Accelerator

Hackathon
Cocreation
Solution
Platform

Orange
Developers

Inside-out

10 steps for innovation empowerment



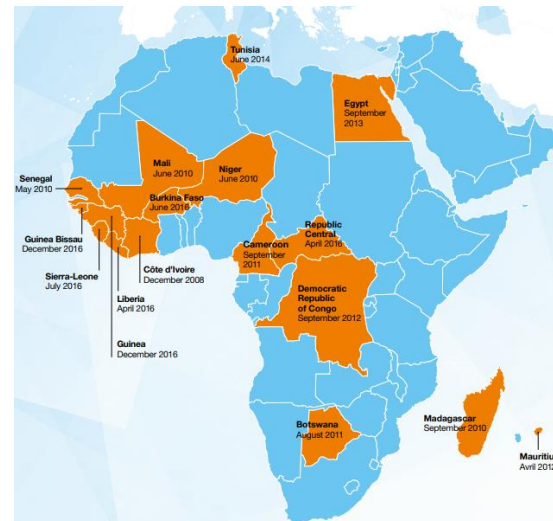
5 Amazon book <https://buff.ly/2O6U5II> - ebook <https://amzn.to/34TAXhq>

Local and Global Innovation

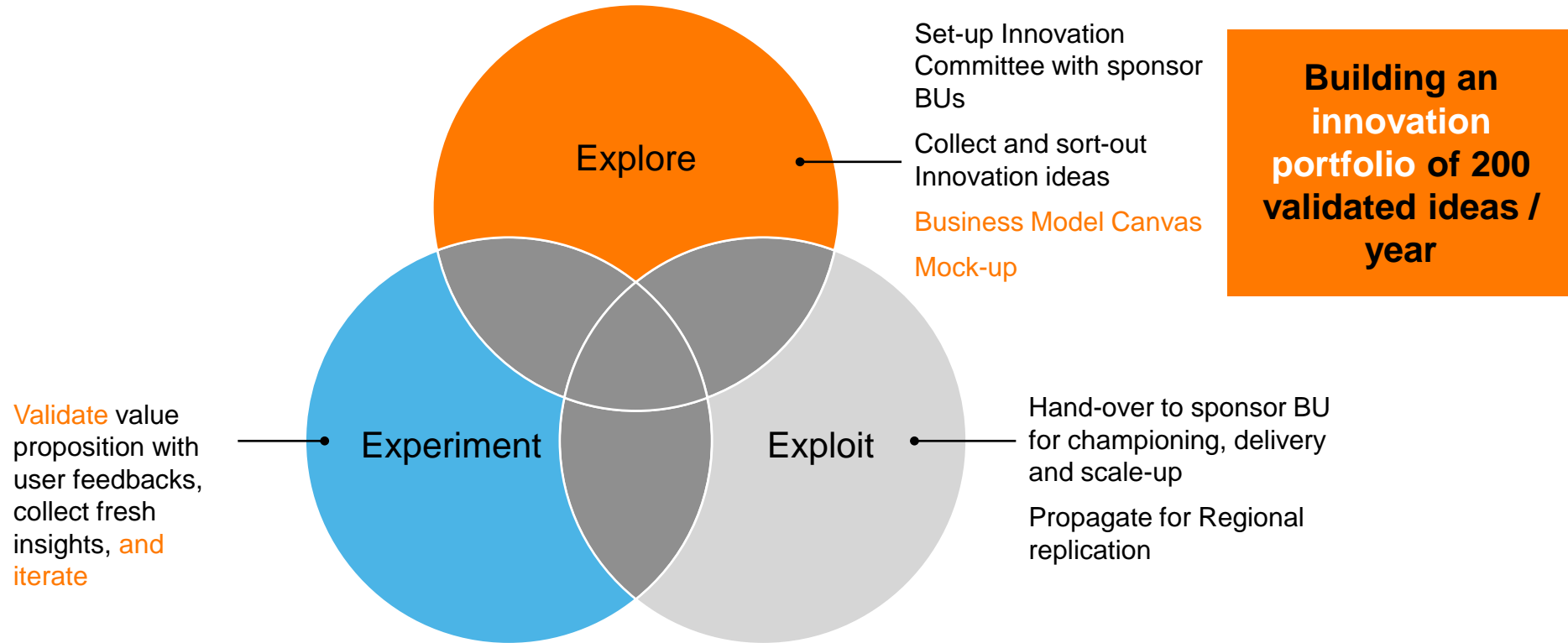
Sticking to local specificities, and executing quickly

- Innovation ecosystem
 - Local companies, startups
 - Universities, state organizations
- Orange business units, and employees
 - Ideation with all stakeholders
- Lean innovation process
 - User-centric design (design-thinking)
 - Test, learn, and iterate in short cycles (lean startup and agile)

**Start focused,
iterate fast,
design open
platforms (API)**



Innovation with Scarce Resources



Innovation to transform people's lives



Sanza

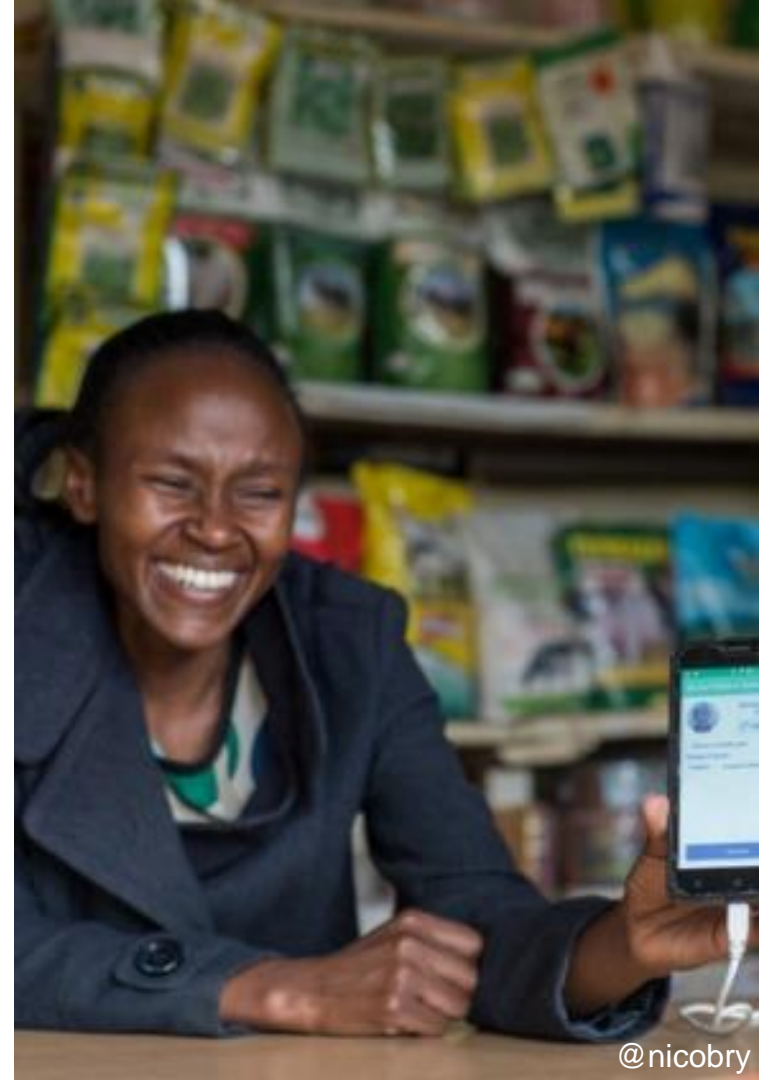


Innovation Culture



Retail in Africa

- 80% of household retail in sub-Saharan Africa is delivered through **small retailers** (mostly informal)
 - 100M small traders are making the lifeblood and backbone of the continent's economic undertakings
- They are lagging in their **digitization**
 - In Nigeria, among the 42M SMEs, only 9M businesses sell online (21%)
- Small retailers face difficulties **getting goods regularly** and **on time**, and **accessing capital**
 - Single shop owners and kiosks close the store when going for supply purchase
- RetailTech startups **help retailers go digital**, in order to solve these problems



Digital Transformation in African Retail

1 E-Commerce
sell online, social commerce



Flutterwave Market
Start selling online

Connect to Meta
Here's what you can do

Facebook Interactions
Add a CTA to your analytics with pixels

Instagram Interactions
Take IG messages to profile & comments

Create a free online store that helps you find customers, accept payments from anyone.

2 Bookkeeping
manage customers, sales, invoices, inventory, debts, and cashflow



Simple banking & bookkeeping for your micro business

Kippa

Get an Instant Business Bank Account, Simple Bookkeeping, Send Invoices & Receipts, and get an E-commerce website, all in one FREE



Marketforce

Image of a smiling man in a blue shirt holding a smartphone.



The Future of Commerce

What are the major shifts coming to how we buy and sell?

24th of September, 2021

Sign up now: bit.ly/rsc-fac

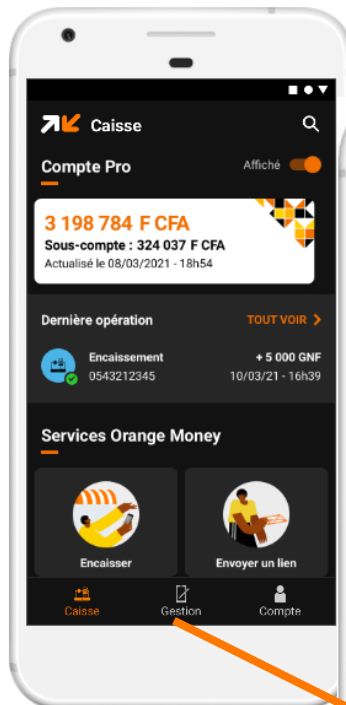
TradeDepot

Onyekachi Izukanne
Co-Founder & CEO
TradeDepot



Image of a smiling delivery person in a red shirt and cap holding a Chari-branded cardboard box and a tablet.

3 Marketplace
buy goods from brand/distributors and get logistic delivery & loans



Caisse

Compte Pro

3 198 784 F CFA

Sous-compte : 324 037 F CFA

Actualisé le 08/03/2021 - 18h54

Dernière opération

Encaissement + 5 000 GNF

0543212345 10/03/21 - 16h39

Services Orange Money

Encasser Envoyer un lien

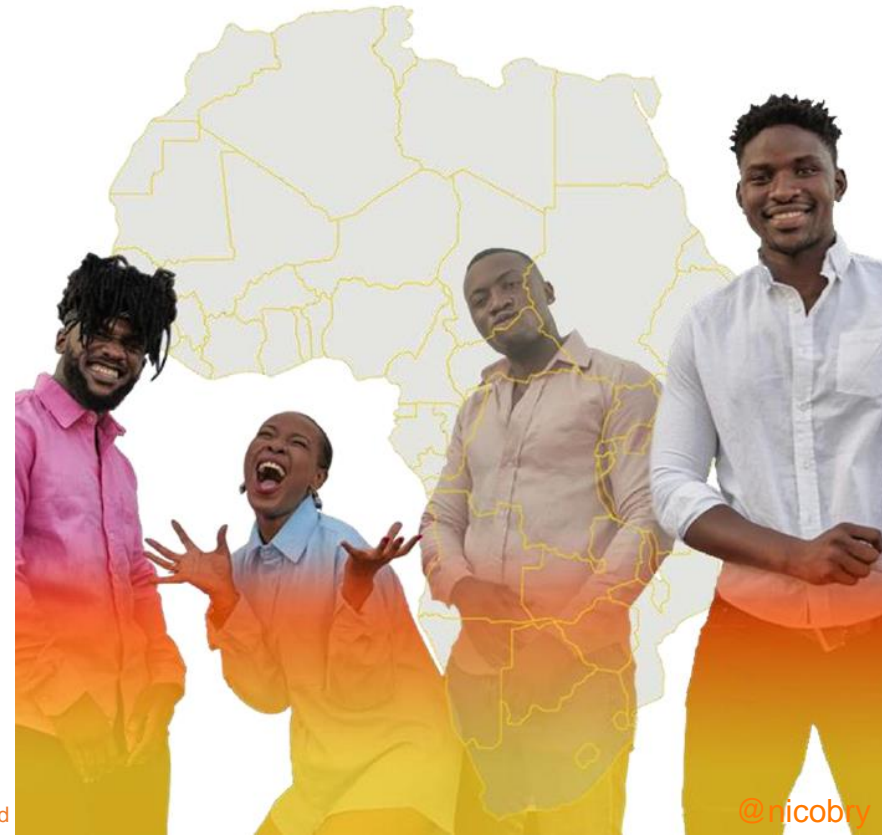
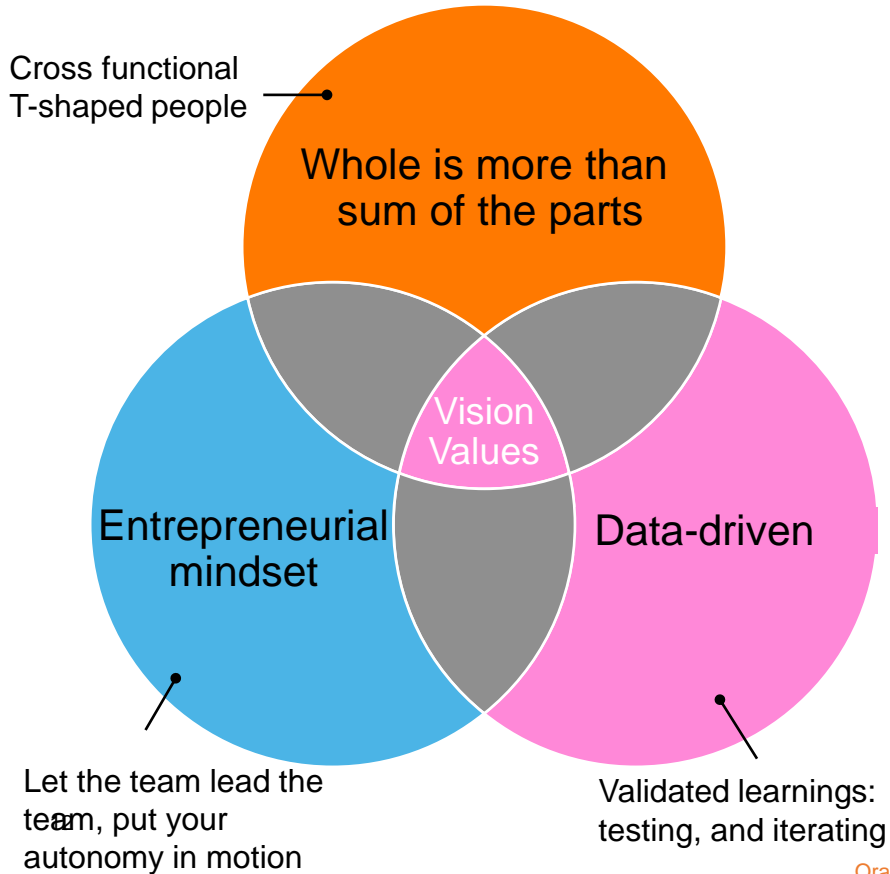
Partnership



diago

Approvisionnez votre boutique en un clic.

Innovation Team is Cornerstone



Blending Process along with Culture

Empower with creative tension

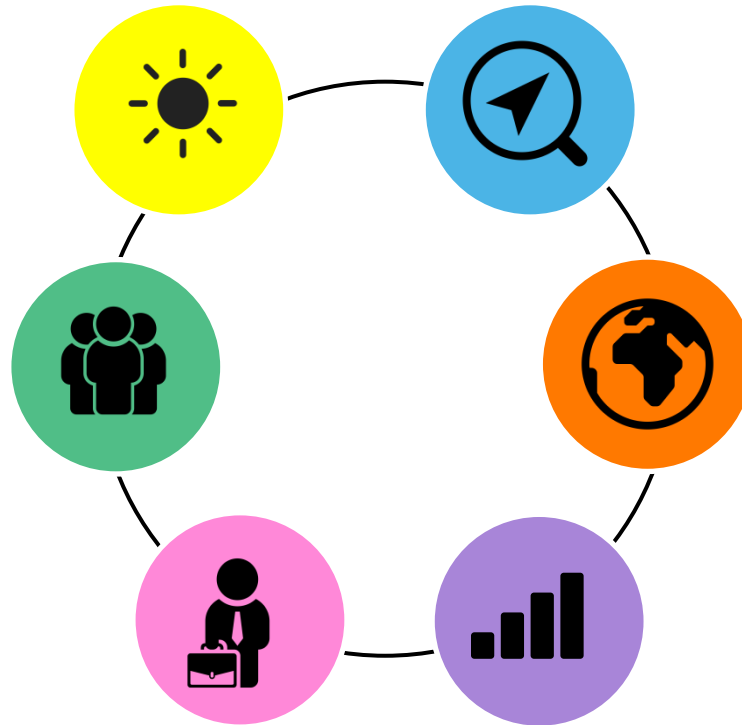
time-boxed autonomy: the faster the better, focus and frugality

Top-down sponsoring for bottom-up initiatives

strategic alignment, BUs commitments, business impact / innovation KPIs

Boldness

taking bets and reducing risks, processing setback in opportunities, train leaders, become a learning organization



Test & Learn

love the problem not your idea, validate solution with user in short cycles (build, test, learn iterate)

Collaborative Platforms

share goals and knowledge, design open platform, build ecosystem and innovation portfolio

Scaling-up

crossing the chasm, industrialization (HR, sales, marketing), hand-over and integration in BU budget

Designing Next Store Experience with AI

ChatGPT 3.5 ▾



How can I help you today?

Recommend activities
for a team-building day with remote employees

Help me pick
an outfit that will look good on camera

Suggest some codenames
for a project introducing flexible work arrangements

Plan a trip
to explore the nightlife scene in Bangkok

Hi, I'm a duty-free store manager, I manage several stores in many airports. I would like to push forward new services to my customers in-store (customer interactions, AR solutions, new displays) as well as engage with new customers through online channel and lead them to buy from shop (online shopping with delivery at airport for instance). Would you list me ten ideas of innovative services?

Send message



ChatGPT can make mistakes. Consider checking important information.

Orange Restricted

Designing Next Store Experience with AI - more

ChatGPT 3.5 ▾

8. Airport Delivery Service:

Offer an online shopping platform that allows travelers to browse duty-free products before their flight and have their purchases delivered directly to them at the gate or upon arrival. This can be a convenient option for busy travelers.

9. Digital Loyalty Program:

Enhance your loyalty program by making it digital. Offer rewards for both in-store and online purchases, encouraging customers to engage with your brand across different channels.

10. AR Gamification:

Create an augmented reality game within your duty-free stores. Customers can use their smartphones to participate in a game that takes them through different sections of the store, unlocking exclusive discounts or gifts upon completion.

Remember to regularly collect feedback from customers to refine and improve these services based on their preferences and needs.



Thanks a lot, that's perfectly well. Can you be more creative? I want to attract attention with disruptive services, and make the buzz.



Showing Next Store Experience with AI

Transforming the Duty-Free Shopping Experience

Discover a new world of convenience and innovation for travelers with our state-of-the-art duty-free store. Explore the latest trends and luxurious products with our Virtual Duty-Free Tours and enjoy seamless shopping with Online Pre-Order and In-Store Pickup. Our personalized shopping assistants, powered by AI, are ready to make your experience unforgettable. Try on products with Augmented Reality Try-Ons, interact with our captivating Interactive Displays, and indulge in exclusive offers with Personalized Loyalty Programs. Join us for exciting Live Online Events and let our Digital Concierge Services cater to your every need. Experience the future of duty-free shopping today.

[Start Exploring](#)



Thanks!

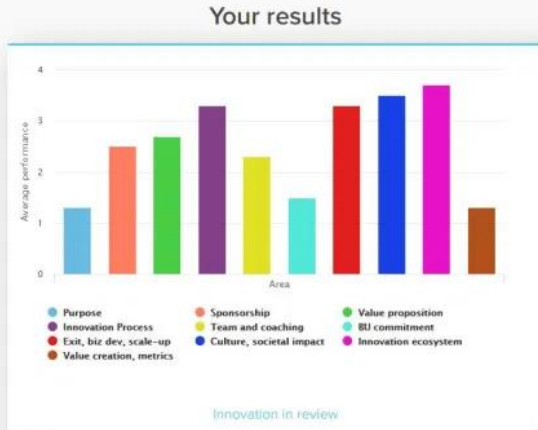


<https://nbry.wordpress.com/2020/03/30/innovation-after-crisis-is-your-innovation-organization-resilient/>

Your innovation in review

Complete this short assessment to know how your organization for innovation fares across 10 key areas, and cements its resilience.

Start



Rapid Innovation in Digital Time

rapidinnovation.fr

Accelerating Innovation in Harmony

Home
Content table v
Rapid Innovation platform v
Categories v



impactful products, services and business models. As a workshop, it's open to all, from debates and meetings to playground for companies.

#Atelier Louis Zéro, #Creativity, #Design, #Innovation, #Innovation Workshop, #Julien Nicolas, #Mélicca Eisenberg / Edit

Scaling-up, the next frontier for innovation labs

If all innovation projects become familiar with the whole process from exploration to exploitation and scale-up, then the program can host more projects, and scale in turn: as all projects cross-fertilize, the insights of some projects benefiting to others, the whole will definitely be greater than the sum of all parts!



Experimenting 100 innovative solutions over 20 countries in Africa

<https://www.linkedin.com/in/nicolasbry/>

How internal innovators win the game, with Kaihan Krippendorff

22 out of the 30 most transformative innovations were conceived by employees. Kaihan explains why internal innovators are so essential for corporate growth, and how they can win out on the innovation path.

#Corporate Entrepreneurship, #Entrepreneur, #Innovator, #intrapreneurship, #Kaihan Krippendorff, #Outthinker, #The Intrapreneurs' Factory / Edit

