

IVI: IEDEREEN VOOR INNOVATIE

An approach to boost the innovative mindset of engineers

1. THE DEVELOPMENT TEAM

Croonwolver&dros (CWD) wants to boost its innovation output. To achieve this, the current innovation strategy of CWD was analyzed. This resulted in a concept to improve the innovative mindset of CWD's engineers. The first part of this concept is the implementation of a development team. Every CWD employee can go to the development team with their idea. The development team helps the innovator progressing and growing the idea. Together they create a smoke test to validate the idea and showcase it to other stakeholders. Afterward, the development team collects and analyzes the data from the smoke tests for further analysis.



2. THE SMOKE TEST

A smoke test is a tool to validate ideas in an early development stage. It is also a tool to involve more CWD employees in innovation. The smoke test uses a web page where the innovation is presented as a fully operational product or service. This web page is pushed to stakeholders to get their questions, comments, and feedback. The engagement on this web page is a measure of the innovation's desirability. The innovators working on this innovation can use this feedback to improve their innovation. The development team uses this data to decide which innovations get invited to the innovation fair. Here innovators can collect hours from investors.



3. THE INNOVATION FAIR

At the innovation fair, the innovations that showed potential during the smoke test are presented by their innovators. Every CWD employee is invited to the fair. Other stakeholders are also invited to get an outside-in view on these innovations. CWD employees can invest a set number of hours into an innovation they see potential in. Innovators can use these hours to improve their innovations without the need for additional resources. If an innovation fails to convince investors, it could signal that the innovation needs more validation. The development team can help with that. It is IVI's goal to improve the overall innovative mindset of CWD employees.



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Improving the innovation mindset of engineers
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