

DRIVING INNOVATION

From Concept to Commercialisation

Idea to Impact

Development Stages

Partnerships

Overcoming Roadblocks

TODAY'S JOURNEY

01 From Idea to Impact



Moving from brainstorming to real-world solutions framework

02 Key Development Stages



Understanding the critical stages of product development and market entry

03 Building Partnerships



Strategies for effective ecosystem collaboration and partnership building

04 Overcoming Roadblocks



Practical insights to navigate common innovation obstacles and drop points

THE INNOVATION IMPERATIVE

70%

of executives expect innovation timelines to shorten

47%

of organisations already using AI-driven innovation approaches

<5%

market penetration today — massive first-mover opportunity

Why Innovation Cannot Be Accidental

1. Digital disruption is compressing competitive advantage windows
2. AI is fundamentally changing how innovation happens — not just what gets innovated
3. Organisations must shift from accidentally to intentionally innovative
4. Research shows by 2029, AI-driven innovation will be adopted by the majority of innovation leaders

WHERE INNOVATION BEGINS

6,200

“thought worms” generated per person per day

~5%

are genuinely new — about 310 fresh ideas every day

Few

acted upon without deliberate process

From “Thought Worms” to Structured Innovation

Research published in *Nature Communications* found we generate 6,200 discrete thoughts daily. About 5% are genuinely new — roughly 310 fresh ideas per person, every single day.

In our personal lives, we naturally filter these ideas — weighing impact, feasibility and risk before choosing to act. This instinctive assessment is something we all do, even if informally.

At work, the same principle applies — but at organisational scale. Structured processes are needed to capture, assess and act on the right ideas — without losing the human spark that generated them.



01

FROM IDEA TO IMPACT

Moving from brainstorming to real-world solutions

THE GEARS FRAMEWORK

Gather › Explore › Assess › Refine › Scale

G

Gather

Problem Space

Collect signals, trends, patents, competitive data. (AI scans thousands of sources in real time.)

E

Explore

Opportunity Space

Ideate, define problems, brainstorm solutions. (AI generates alternatives and refines concepts.)

A

Assess

Solution Space

Hypothesise, experiment, validate. Build prototypes before investing in full prototypes.

R

Refine

Solution Space

Design, prototype, test. (AI accelerates design iterations and automated testing cycles.)

S

Scale

Value Space

Integrate, monitor, validate at scale. (AI provides real-time anomaly detection and performance optimisation.)

AI acts as a catalyst at every stage — amplifying human creativity, not replacing it

AI-AUGMENTED INNOVATION IN PRACTICE



What AI Enables

- › Scans 1000s of patents, papers & market signals instantly
- › Generates and scores idea variants at speed
- › Creates prototypes and mock-ups in hours, not weeks
- › Automates testing cycles and synthetic user research
- › Detects anomalies in real-time post-deployment
- › Produces training materials and onboarding documentation



What Humans Provide

- › Strategic context and organisational vision
- › Emotional intelligence and empathy in design
- › Ethical judgement and cultural relevance
- › Domain expertise and stakeholder relationships
- › Final go/no-go decision authority
- › Creative leaps beyond pattern recognition

Human creativity × AI capability = exponentially more "what-ifs per hour"



02

KEY DEVELOPMENT STAGES

From minimum viable product to minimum marketable product

Stage Gates | Prioritisation Criteria | Hypothesis-Led Experimentation

STAGES OF PRODUCT DEVELOPMENT & MARKET ENTRY

1 Trigger & Gather

Weeks 1-2

Identify opportunity via external signals (market, patents, trends) or internal drivers (process pain, customer feedback). Build your innovation 'radar'.

2 Explore & Define

Weeks 3-6

Define problem statement, engage stakeholders, run ideation challenges, hackathons or design sprints.

3 Assess & Validate

Weeks 7-11

Build hypotheses, run experiments with prototypes. Use AI analytics to gauge market interest before full prototype investment.

4 Refine & Prototype

Weeks 12-20

Evolve MVPs into MMPs (Minimum Marketable Products). Conduct user testing, iterate rapidly with AI-generated design alternatives.

5 Scale & Integrate

Months 6+

Deploy to production, transfer to business unit, track KPIs and communicate benefits. Build on success for the next cycle.

GenAI is compressing MVPs into MMPs — fewer prototypes needed, faster iteration cycles

PRIORITISING HIGH-IMPACT INNOVATION

D Desirability

Does it save time or cost?

Does it reduce risk?

Will it drive adoption and KPI improvement?

F Feasibility

Is data available and accessible?

Can it integrate with existing systems?

Is infrastructure secure and scalable?

V Viability

Can success be measured?

What is the effort-to-value ratio?

Does it align with strategic priorities?

Not all use cases are worth pursuing — start with proven solutions, then increase risk appetite over time



03

BUILDING EFFECTIVE PARTNERSHIPS

Strategies for collaboration and ecosystem building

Startups | Universities | Government | Industry Consortia | Incubators

ECOSYSTEM PARTNERSHIP STRATEGIES



STARTUPS & INCUBATORS

WHY

Access cutting-edge thinking, inject intrapreneurial spirit, explore adjacent opportunities

HOW

Run structured engagement programs, provide sandbox environments, offer co-innovation agreements

Low /
Medium



UNIVERSITIES & RESEARCH

WHY

Access deep domain expertise, student talent, research capabilities and emerging IP

HOW

Joint research programs, student placement schemes, IP-sharing agreements and industry chairs

Low



INDUSTRY & GOVERNMENT

WHY

Shape regulatory environments, access shared infrastructure, de-risk through consortia participation

HOW

Industry working groups, GovTech partnerships, open innovation challenges and co-investment

Low

Key principle: Establish IP and engagement agreements early — before ideas are shared

04

OVERCOMING COMMON ROADBLOCKS

Practical insights to navigate innovation barriers

Drop Points | Funding | Culture | Governance | Scaling

COMMON ROADBLOCKS & HOW TO OVERCOME THEM

⚠ COMMON ROADBLOCK

Good POC, no business home

Ideas collected, never evaluated

Innovation seen as 'IT's job'

Vague goals, mismatched expectations

✓ HOW TO OVERCOME

Define handover protocols and business unit partnerships from ideation stage — not after prototype success

Establish selection criteria and stage gates upfront. Use AI prioritisation tools to score and rank ideas at scale

Create cross-functional innovation committees with business leads. Make innovation KPIs part of leadership scorecards

Write an Innovation Charter with measurable outcomes. Tie innovation goals directly to enterprise strategy OKRs

Innovate how you innovate — the process itself should be continuously reviewed and improved

YOUR INNOVATION ACTION PLAN

1

Define Your Innovation Profile

Articulate business goals, innovation goals, and your organisation's risk appetite and context. Write an Innovation Charter.

2

Map Your Current Process

Document your existing idea-to-value process using the GEARS framework. Identify drop points and bottlenecks.

3

Identify AI Opportunities

Assess which GEARS stages benefit most from AI tools. Prioritise based on desirability, feasibility and viability.

4

Build Your Ecosystem

Identify 2-3 key external partners — startups, universities, or industry groups. Establish engagement and IP frameworks.

5

Launch, Measure & Iterate

Start with quick wins. Track time-to-prototype, user adoption and ROI. Continuously iterate on the process itself.

THE FUTURE BELONGS TO

Intentional Innovators

- ✓ Start with a clear Innovation Charter tied to your business strategy
- ✓ Use AI to amplify human creativity across every stage of GEARS
- ✓ Build your ecosystem early — partnerships accelerate every stage

Questions & Discussion