

SLASH Time-to-Market (TTM) Template

Discover ITONICS as your software tool to implement the SLASH TMT tactics

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Go through the list of the most common time eaters along all stages of the innovation management process. Identify the dimension where you lack behind the most and find direct help in the linked reference material. Slash Time-to-Market.

Innovation Stages
SLASH TMT Tactics

	Problem & Opportunity	Idea Generation	Research & Concept	Development & Prototyping	Testing	Regulatory Approvals	Launch & Go-to-Market	Internal Approvals	Collaboration
Settle & Focus	<ul style="list-style-type: none"> Providing a clear direction on what to scout for Providing dedicated scouting resources Find more help →	<ul style="list-style-type: none"> Providing a clear direction or challenge and requirements Find more help →	<ul style="list-style-type: none"> Crafting hypotheses to be tested later Using minimum viable products and designs first Find more help →	<ul style="list-style-type: none"> Planning resources and milestones carefully (+ buffer) Using Scrum to time-box and iterate Find more help →	<ul style="list-style-type: none"> Following lean experimentation and MVPs Find more help →	<ul style="list-style-type: none"> Following clear IP selection rules Ensure thorough continuous documentation Find more help →	<ul style="list-style-type: none"> Focusing GTM on promoting features and benefits for key personas Find more help →	<ul style="list-style-type: none"> Establishing and communicating clear objectives and criteria for each approval stage Find more help →	<ul style="list-style-type: none"> Minimizing the number of meetings Focusing on clear instructions and responsibilities Find more help →
Lacerate & Split	<ul style="list-style-type: none"> Prioritizing a handful of themes and sources to consider Splitting the work across different accountable persons Find more help →	<ul style="list-style-type: none"> Cutting the number of asked idea submitters Find more help →	<ul style="list-style-type: none"> Cutting nice-to-haves and focusing on must-haves first Providing clear instructions and specifications Find more help →	<ul style="list-style-type: none"> Using rapid prototyping for early iterations Using modules as much as possible Find more help →	<ul style="list-style-type: none"> Using rapid prototyping for early test cases Prioritizing test scenarios Find more help →	<ul style="list-style-type: none"> Conducting IP assessments early Involving IP and regulatory experts early Find more help →	<ul style="list-style-type: none"> Testing interest early on with landing pages and focusing on key features Find more help →	<ul style="list-style-type: none"> Reducing approval layers and empowering lower-level managers to decide Find more help →	<ul style="list-style-type: none"> Removing low-impact activities Splitting larger tasks into smaller ones Find more help →
Automate & Parallelize	<ul style="list-style-type: none"> Automating the detection of key insights Automating the clustering of emergent themes Find more help →	<ul style="list-style-type: none"> Evaluating ideas Checking for external solutions Find more help →	<ul style="list-style-type: none"> Involving product and marketing early Automating customer and look-alike research Find more help →	<ul style="list-style-type: none"> Integrating and using automated simulation, workflow and design tools Find more help →	<ul style="list-style-type: none"> Using simulation algorithms and testing tools Run multiple tests in parallel Find more help →	<ul style="list-style-type: none"> Submitting in parallel jurisdictions Using IP watch services to monitor the IP landscape Find more help →	<ul style="list-style-type: none"> Using automation tools for campaigns Creating buzz while in development Find more help →	<ul style="list-style-type: none"> Approving in parallel Implementing tools to route requests to the appropriate personnel Find more help →	<ul style="list-style-type: none"> Implementing digital collaboration tools Documenting in parallel not at the end Find more help →
Store & Recycle	<ul style="list-style-type: none"> Storing centrally key insights for easier recall Relating the key insights to priorities and projects Find more help →	<ul style="list-style-type: none"> Storing earlier ideas for easier recycling when the time is right Find more help →	<ul style="list-style-type: none"> Using collaborative tools for content editing Recycling and involving stored customer insights Find more help →	<ul style="list-style-type: none"> Creating and storing test protocols and open questions Find more help →	<ul style="list-style-type: none"> Leveraging crowdsourcing for testing purposes Find more help →	<ul style="list-style-type: none"> Running software to monitor IP and patent filings Find more help →	<ul style="list-style-type: none"> Reusing proven formats or channels Maintaining market data and personas Find more help →	<ul style="list-style-type: none"> Implementing a centralized information repository and audit trail Find more help →	<ul style="list-style-type: none"> Building a digital repository and collective innovation home Find more help →
Harmonize & Standardize	<ul style="list-style-type: none"> Establishing one standard collection and contextualizing process Providing one central home Find more help →	<ul style="list-style-type: none"> Standardizing the intake and process Providing one central home Find more help →	<ul style="list-style-type: none"> Using a standard specification template Four-eyes review on specifications Find more help →	<ul style="list-style-type: none"> Collecting customer feedback early and in a structured way Find more help →	<ul style="list-style-type: none"> Clarify the criteria to judge the validation of hypotheses Iterative testing Find more help →	<ul style="list-style-type: none"> Training employees on IP protection Find more help →	<ul style="list-style-type: none"> Involving marketing early Aligning channel x format x audience Find more help →	<ul style="list-style-type: none"> Establishing consistent criteria across departments Naming substitutes to avoid blockers Find more help →	<ul style="list-style-type: none"> Implementing standard communication formats Find more help →