



Smart Ideation: Supercharge Your Ideation with GenAI

• Live Webinar



November 22, 2023



16:00 (CET)



ITONICS

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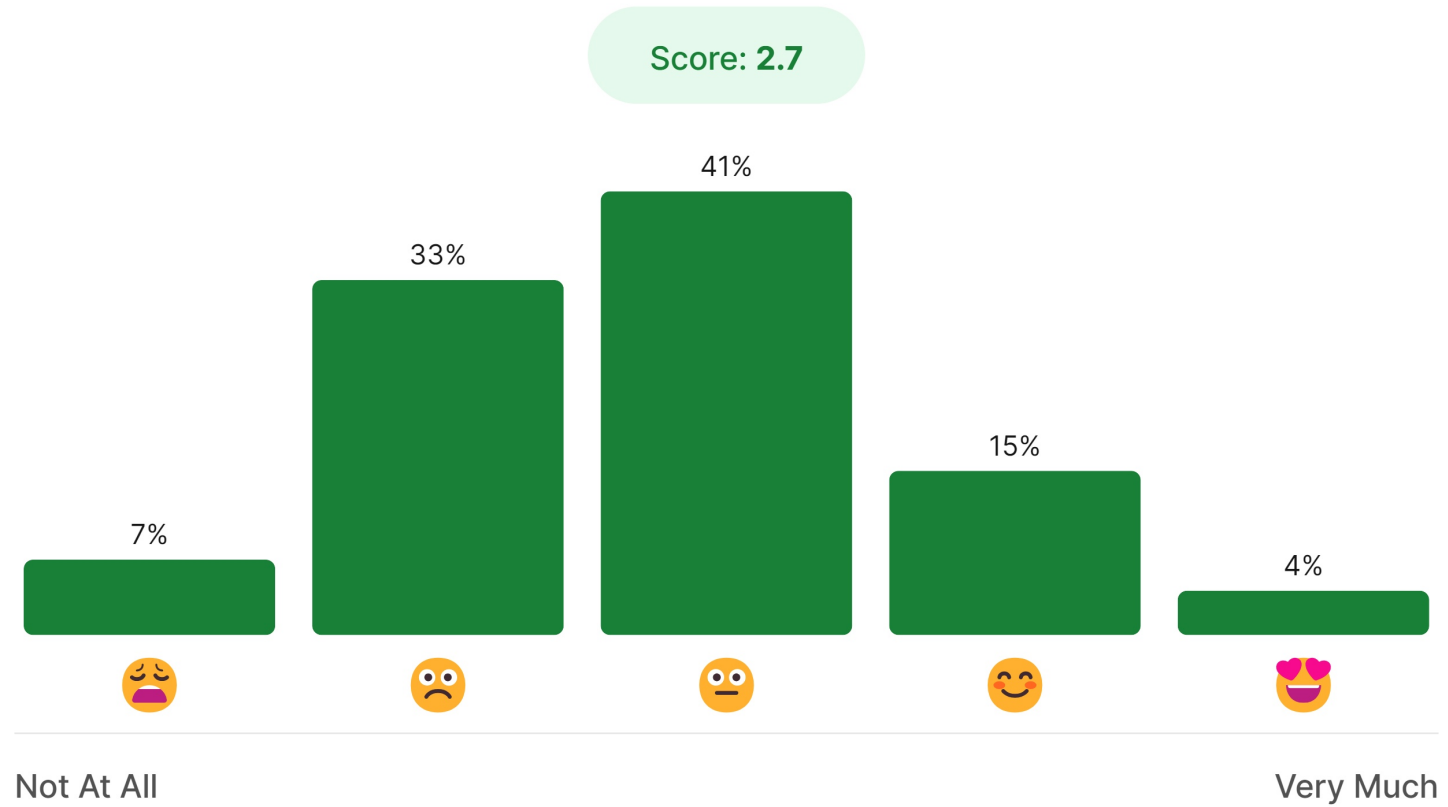
How satisfied are you with the business impact of ideation campaigns? (hackathons, crowdsourcing, ...)

① Start presenting to display the poll results on this slide.



How satisfied are you with the business impact of ideation campaigns? (hackathons, crowdsourcing, ...)

Rating Poll 27 votes 27 participants



68%

of executives report to take just as long to get new solutions

50%

are dissatisfied with ability to identify and prioritize great ideas

37%

of employees perceive culture shift to innovation / experimentation

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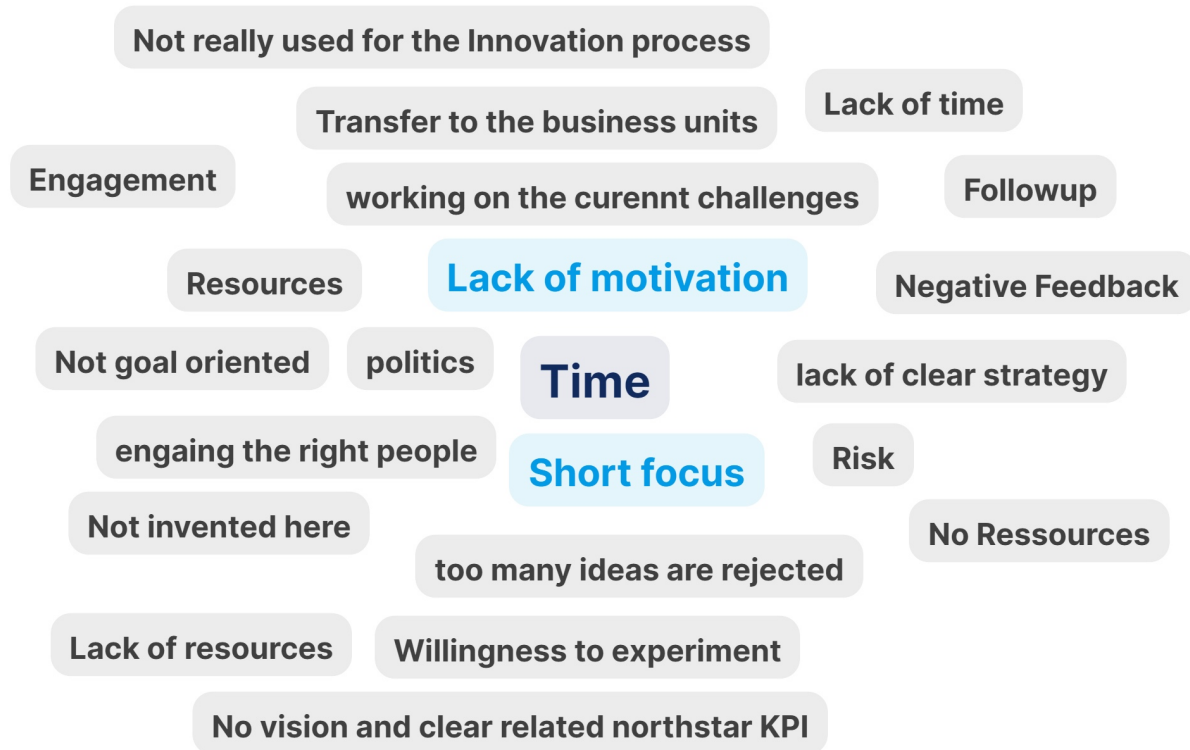
What are the key roadblocks for ideation in your company?

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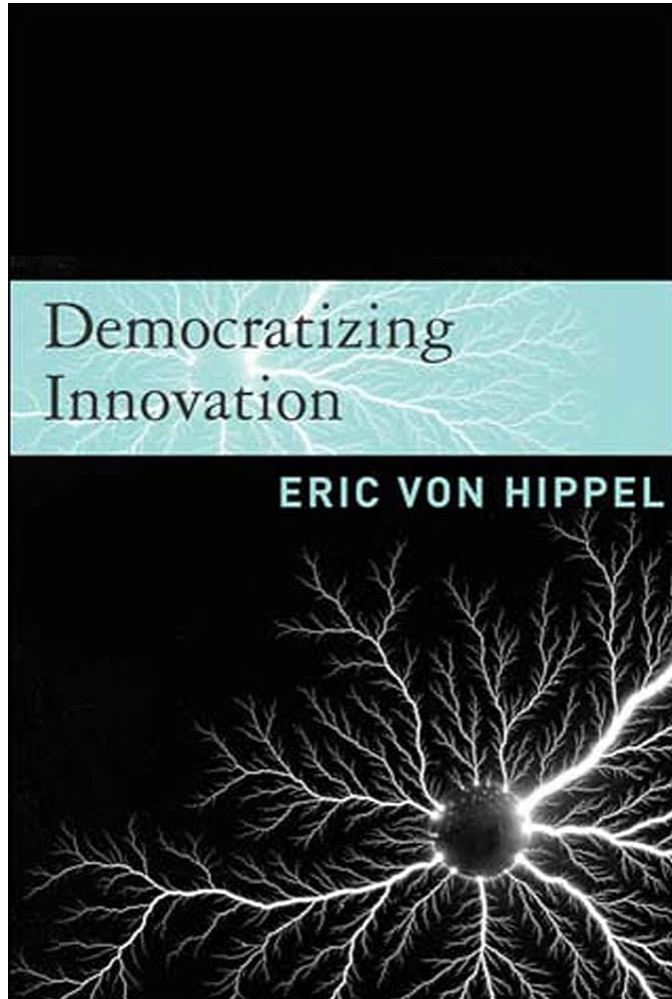


What are the key roadblocks for ideation in your company?

Wordcloud Poll 33 responses 20 participants



GREAT IN THEORY, LIMITED IN PRACTICE ...



it was a super ideation session
for our next startup,
wasn't it!!!

By AMBER
Amber P. Munshi
www.toonstory.in



yea...so super that now I
have to acquire a data mining Co.
to make some sense out of
these ideas!!

KEY ROADBLOCKS IN DEMOCRATIZED INNOVATION



Self Deselection



Evaluator Overload



Organizational Traction

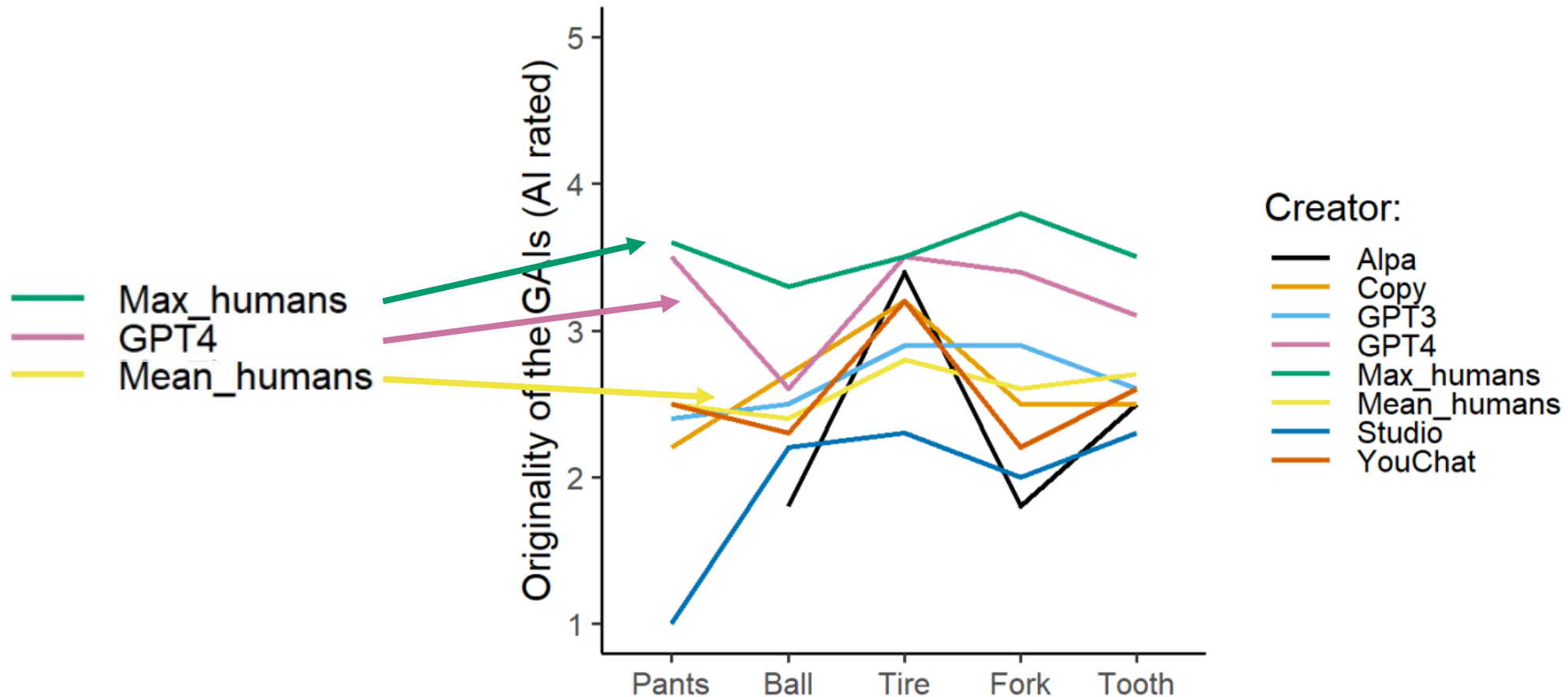


Idea Reuse / Retrieval




A TECH-DRIVEN INFLECTION POINT

Figure 3

AI-rated originality scores for each generative artificial intelligence (GAI), including the average score from humans and the score of the most creative human

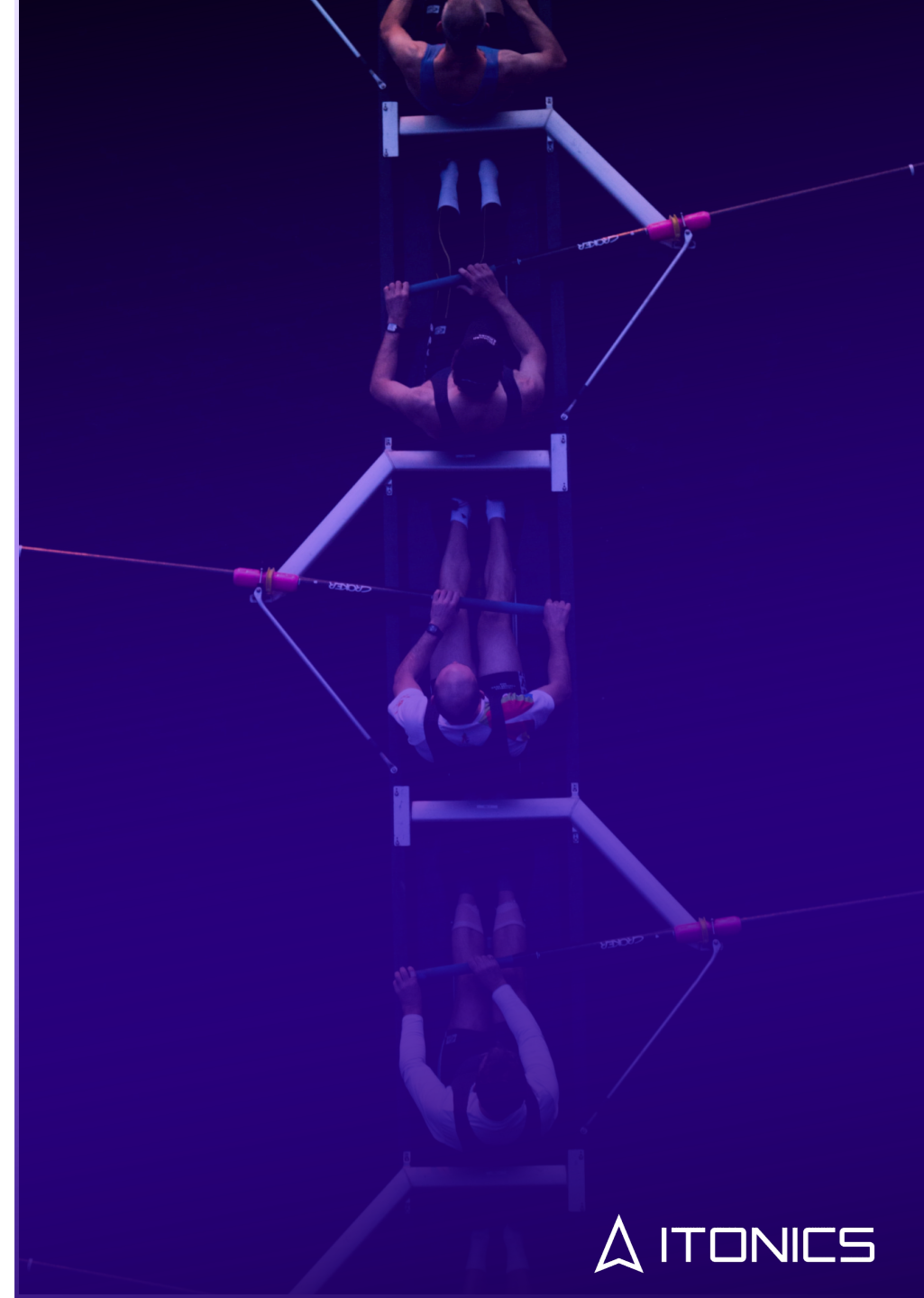


CORPORATE INNOVATION PROGRESS

- 1950s**  **Push/ Pull, Feedback Loops**
- 2000s**  **Democratizing Innovation**
- 2023+**  **Augmented Intelligence**

USE CASE #1

**SPEED UP CAMPAIGN
MANAGEMENT AND ACTIVATE
YOUR IDEA ECOSYSTEM**



PRODUCT DEMO

USE CASE #2

EMPOWER AND INSPIRE YOUR
ENTIRE ORGANIZATION TO
CRAFT GROUNDBREAKING
SOLUTIONS



PRODUCT DEMO

USE CASE #3

PROGRESS SEAMLESSLY
FROM IDEATION TO
EXECUTION



PRODUCT DEMO

SENSE CHANGE, DELIVER GROWTH

“We envision a world where innovation is a core part of every organization's DNA. To this end, we deliver the Operating System that provides the intelligence to inspire, the knowledge to empower, and the tools to drive sustainable growth through innovation.”



M. Durst

Dr. Michael Durst, Founder



Dr. Fabian Reck

DIRECTOR GO-TO-MARKET



- #1 Innovation OS to **grow and protect market share**
- 12+ years of building **digital innovation & transformation systems**
- PhD in **Innovation Management & Digital Transformation**



Ilona Meiller

**SENIOR MANAGER CUSTOMER
INNOVATION SUCCESS**



- #1 Innovation OS to **grow and protect market share**
- 6+ years experience in **corporate innovation and data operations**
- MSc in **Management & Mechanical Engineering**



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everything
innovation.

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Ilona Meiller
Senior Customer Innovation
Success Manager
ilona.meiller@itonics.de



Dr. Fabian Reck
Director Go-To-Market
fabian.reck@itonics.de

