digital workshops

Fewer meetings. Better results.

www.idealclouds.net
About us

perceptos

- Spin-Off of Technical University Munich
- 10 years of experience and research in optimizing cross-site Brainstormings & workshops
- More than 50 research publications: IT support for team collaboration, creativity support, open innovation
- Development of team collaboration software
- Collaboration & creativity consulting
Workshops are important for companies

- Develop new business models
- Generate ideas e.g. for cost savings
- Design customer value propositions
- Analyze customer needs
- Brainstorm WBS elements
- …
But workshops cannot be conducted anytime

- Time-consuming organization and preparation
- No common time slot in near future
- Key participants are unavailable
- No available conference room
- Travel costs
Consequences

Workshops are...
- postponed
- cancelled
- substituted with web conferences (Skype, Webex, etc.)

Results:
- Lower participation
- Less contributions
- Dissatisfied participants
- Bad results
Our solution: Digital workshops

Our new science-based cross-site collaboration paradigm with our collaboration tool as enabler:
IdeaClouds fosters cross-site collaboration

Participate anytime and anywhere – boost productivity!
Digital workshops across borders and time zones

San Francisco
Sao Paolo
Shanghai
Perth

Matthias
Annabella
Florian
Michele
Main benefits of digital workshops

- 10 times faster team results than in web conferences
- 1 digital workshop saves travel costs for 4 on-site workshops
- Higher participation – anytime and anywhere
- No more documentation effort
- No conference room etc. required
- High ease-of-use: no training required
**Step-by-step workshop approach**

1. Team collaboration
   - Teamwork in real-time on an online whiteboard

2. Evaluation of team results
   - Rating in separated private workspaces

3. Ranking of team results
   - Automatic ranking based on team ratings.

4. Documentation of team results
   - Results can be downloaded immediately
     - Export formats: Word, Excel, PDF
Collaborate in real-time on an online whiteboard

Participate anytime. Work at the same time or at different times. Avoid productivity losses.

Easy to use: No training required!
Tailored approaches for specific creative tasks

- Brainstorming
- Retrospective
- Business model canvas
- Random-word technique
- Provocation technique
- Kanban
- …
Separated evaluation of team results with appropriate rating criteria

- Importance
- Business value & feasibility
- Creativity & feasibility
- Pro & contra
- Voting (yes or no)
- ...

More objectivity: anonymous rating in separated private workspaces. Every idea counts.
Discuss results based on unbiased reviews. Make faster decisions. No documentation effort: Results can be downloaded immediately.
### Benefits of digital workshops in detail

<table>
<thead>
<tr>
<th>Feature</th>
<th>Advantage</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Online whiteboard</td>
<td>Participate anytime</td>
<td>Lower travel costs</td>
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<tr>
<td>Real-time collaboration</td>
<td>Work at the same time</td>
<td>Higher productivity</td>
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<tr>
<td>Tailored team approaches</td>
<td>More task orientation</td>
<td>Faster results</td>
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<tr>
<td>Separated idea evaluation</td>
<td>No premature criticism</td>
<td>Better results</td>
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<tr>
<td>Anonymous rating</td>
<td>No evaluation apprehension</td>
<td>Higher participation</td>
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<tr>
<td>Appropriate rating criteria</td>
<td>More objective evaluation</td>
<td>Better results</td>
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<tr>
<td>Ranking of results</td>
<td>Faster decision-making</td>
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<td>No documentation effort</td>
<td>Faster results</td>
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Use cases for digital workshops
Brainstorming meetings and innovation workshops

**Brainstorming meetings**
- Identify potentials for cost savings (CIP)
- Brainstorm topics for team meetings
- Collect contributions during web meetings
- ...  

**Innovation workshops**
- Generate ideas for new products and services
- Identify use cases for innovative products
- Design and improve a business model (Business Model Canvas)
- ...
Project management and R&D workshops

Project management
- Brainstorm work-breakdown structure elements (WBS)
- Conduct a Retrospective meeting (lessons learned)
- Organize tasks on a Kanban board
- ...

R&D workshops
- Brainstorm customer needs
- Analyze requirements for new products
- Collect feedback from customers
- ...

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HR and marketing workshops

**HR workshops**
- Define necessary leadership skills
- Brainstorm new training offers
- Identify change management activities
- ...

**Marketing workshops**
- Design a customer value proposition
- Brainstorm topics for new marketing campaigns
- Collect content for a product presentation pitch
- ...

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Strategy workshops and much more...

Strategy workshops

- Brainstorm mission/vision statement
- Develop future scenarios
- Define measures for crisis prevention
- ...

www.ideaclouds.net
Examples for Ideaclouds workshops
**Design a business model with lean canvas**

**Workshop topic:** “New peer-to-peer ridesharing service”

<table>
<thead>
<tr>
<th>LEAN CANVAS</th>
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<tbody>
<tr>
<td><strong>Problem</strong></td>
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<tr>
<td>Not enough rides</td>
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<tr>
<td>Just waiting until it is your turn.</td>
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<tr>
<td>Faster requests</td>
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<tr>
<td>Everyone can join</td>
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<tr>
<td>Many customers</td>
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<tr>
<td>Minicab drivers</td>
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<tr>
<td>Minicab drivers could be early adapters</td>
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</tbody>
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<tr>
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</thead>
<tbody>
<tr>
<td><strong>Key Metrics</strong></td>
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<tr>
<td>Drivers who join the service</td>
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<tr>
<td>Revenue streams</td>
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<tr>
<td>IT</td>
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<tr>
<td><strong>Segments</strong></td>
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<tr>
<td>PR</td>
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<tr>
<td>Unfair advantage</td>
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Design a business model with business canvas

Workshop topic: “New hospitality service”

Key Partners
Who are our Key Partners?
Who are our Key Suppliers?
Which Key Resources are we acquiring from partners?
Which key activities do partners perform?

Key Activities
What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

Value Proposition
What value do we deliver to the customer?
Which one of our customer’s problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Customer Relationships
What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Customer Segments
For whom are we creating value?
Who are our most important customers?

Key Resources
What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

Channels
Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
Analyze requirements with MoSCoW method

Workshop topic: “Requirements for the purchase of a new motorcycle”

1. **Must have**
   - New bike for traveling
     - A new bike for traveling on-road and off-road
   - Extra seat
     - An extra seat for fellow travelers
   - Unlimited mobility
     - Unlimited mobility for every type of country

2. **Should have**
   - Low seat
     - A low seat is very comfortable
   - Four-cylinder engine
     - A four-cylinder engine to have more power

3. **Could have**
   - Red color body
     - A red color body looks nice :)
   - Extra wind protection
     - Extra wind protection for longer rides

4. **Won't have**
   - Bluetooth
     - Bluetooth for connecting with wireless headphones
   - Double ventilation system
     - A helmet with a double ventilation system

Non-negotiable requirements that must be satisfied in the final solution. Project will fail without them.

High-priority requirements that are not critical to launch. But they are considered to be important and of a high value.

Not-necessary requirements that are desirable. They will be removed first from scope if the project’s timescales are at risk.

Requirements that will not be implemented in a current release but may be included in a future stage of development.
**Brainstorm work-breakdown structure elements**

**Workshop topic:** “Project plan for product development”

- **MS1: Business model**
  - What do we need to generate a business model

- **MS2: Project plan**
  - What do we need to plan our project

- **MS3: Deployment MVP**
  - What do we need to create and deploy a MVP

- **MS4: PR campaign**
  - What do we need to start our first PR campaign

- **MSS: Customer acquisition**
  - What do we need to start our first customer acquisition campaign

- **Define sales channels**
  - Define sales channels for customer acquisition

- **Create a WBS**
  - Create a work-breakdown structure

- **Create a mock-up**
  - Create several mock-ups to test design concepts

- **Identify PR contacts**
  - Identify PR contacts to arrange interviews etc.

- **Generate first leads**
  - Check social networks to get leads

- **Define target groups**
  - Define target groups for customer acquisition

- **Build PM teams**
  - Build PM teams and plan a kick-off meeting

- **Requirements analysis**
  - Analyze customer requirements

- **Marketing material**
  - Prepare marketing material like presentation, flyers etc.

- **Contact request**
  - Write a contact request for target group

- **100%**
Organize tasks on a Kanban board

Workshop topic: “New Software-as-a-Service”
Design a customer value proposition

Workshop topic: “New electric car”
Plan a pitch with NABC model

Workshop topic: “New video-on-demand service”
Conduct a Retrospective meeting

Workshop topic: “R&D project management sprint”
Success story:

Collaboration challenges mastered by Nokia with IdeaClouds
Challenges with existing collaboration tools

Idea campaigns, corporate idea management, web conferencing…

- Slow and unsatisfactory results
- Low participation
- Too many on-site meetings necessary
- High entry barriers and no ease of use
- No ad hoc collaboration (anytime, cross-site)

→ There is a need for a flexible real-time collaboration tool for workshops!
“Team goals previously achieved in weeks can now be achieved in hours with IdeaClouds. In addition, we save around 10,000 € travel costs per workshop.”

Fabian Schlage
Head of Innovation & Idea Management

Nokia
Early benefits: better results & cost savings

- **Collected 15 Mio. € potential savings** after 1 IdeaClouds workshop
- 1 IdeaClouds workshop **saves travel costs for 4 on-site workshops**
- High ROI: **500,000€ derived travel cost savings per year**

- **2 rejected innovation projects approved** after 1 IdeaClouds ws
- **Technology project successfully launched** after 2 IdeaClouds ws
- Prioritized actions for retrospective meeting after 1 IdeaClouds ws
Get your own dedicated IdeaClouds platform

✓ Integration of company logo
✓ Integration in existing IT infrastructure possible (e.g. SSO)
✓ On request: Enhanced access control (e.g. only for users from your company)

Deployment:

a. Hosted by us
   - Your own URL, e.g. www.ideaclouds.net/yourcompany
   - Server in Germany / ISO 27001 certified
   - No effort for your IT

b. Hosted by your IT
   - Installation in your data center
   - You host your own data
Do you want to improve cross-site collaboration in your enterprise?

1. Product demo
2. Pilot workshop

Arrange a free online demo with us: workshop@ideaclouds.net

IdeaClouds is available as SaaS or on-premise.