

THREE STRUCTURED STEPS TO TOMORROW'S GROWTH



- **Strategic Alignment** - Determination of growth targets, considerations and metrics aligned to organisational strategic goals
- **Setup Growth Office**
 - Establish process to structure ideation and opportunity development
 - Structuring and resourcing of the opportunity development team
 - Establish governance process
 - Selection and setup of opportunity prioritisation and development tools
 - Determine likely funding mechanisms
- **Theme Validation / Market scan**
 - Identify themes or confirm viability of elected themes to support mega growth (macro-outlook)
 - Identify disrupters, influencers and potential sub themes to leverage



- **Collaborative idea generation** and capturing program
 - Round 1 of ideation per theme
 - Ongoing and subsequent ideation
- **Feasibility assessments** of opportunities through stage gated process, including **prioritisation**
 - Market confirmation - trend analysis, market sizing and growth potential for identified opportunities
 - Evaluation against key feasibility factors including financial, strategic, capabilities, synergies etc.
 - Disruptive competitor identification and review
 - Funding requirements and mechanisms
- Possible proof of concept development



- Planning and design of opportunity commercialisation roadmap
- Secure finances, approvals and required resources for each opportunity
- Detail opportunity design and specifications
- Vendor procurement where required
- Development and build of required, processes, IP and technology components
- Setup required organisational and legal structures
- Commercial contracts associated with opportunity
- Incubate opportunities from through to launch