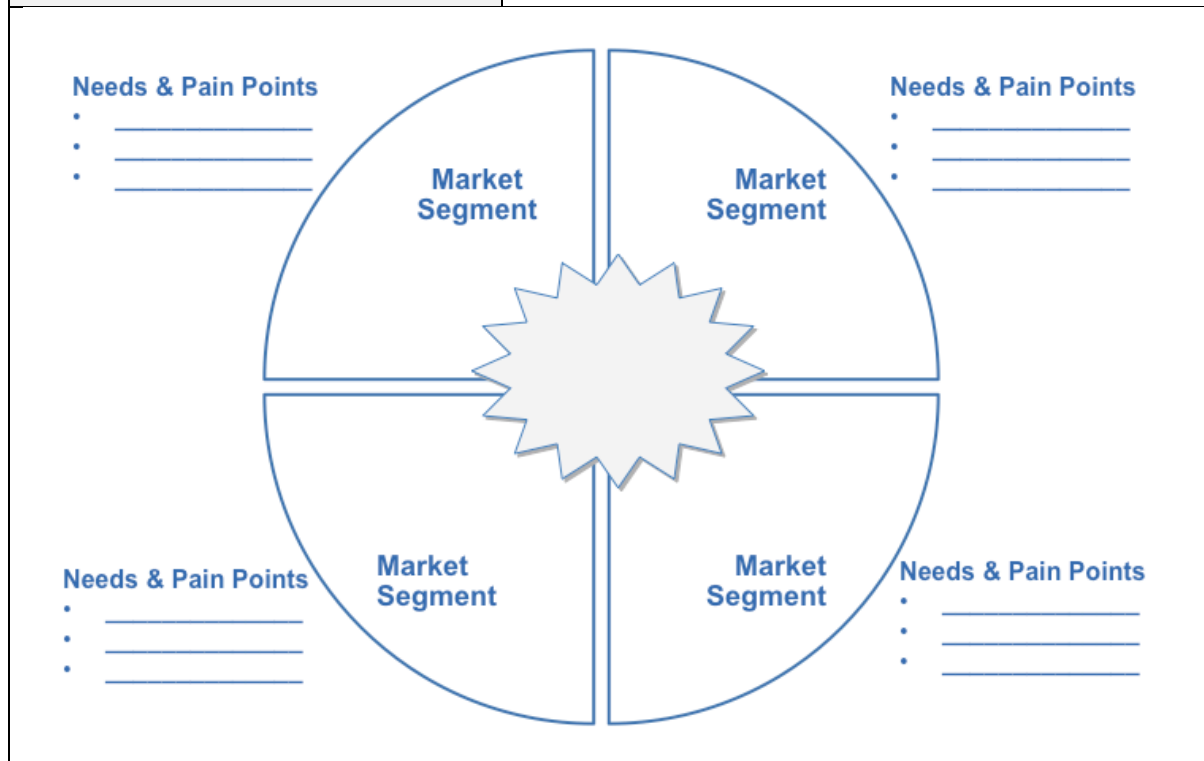


Leapfrogging to Breakthrough Innovation

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Strategy #1	Notes / Opportunities
<p>Expand your offerings</p> <ul style="list-style-type: none"> • What “business” are we in? • Who do we serve? • How can we (creatively) add the most value? 	





Strategy #2	Notes / Opportunities
<p>Create new business models</p> <ul style="list-style-type: none"> • How do we “make money?” • How do we differentiate ourselves? 	

Products	Product Bundles	Product / Service Solutions	License	Access	Membership / Subscription	Time
<p>Price per unit</p> <ul style="list-style-type: none"> • Liter of gas • Toothbrush • Laptop computer 	<p>Price per set of complementary products</p> <ul style="list-style-type: none"> • Grooming travel kits • Tool kits • Printers with ink & paper 	<p>Price for product and a supporting service</p> <ul style="list-style-type: none"> • Support • Training • Consulting (Network server coupled with LAN set-up) 	<p>Use of intellectual property / technology</p> <ul style="list-style-type: none"> • For a given time period • Unlimited amount of time • For unlimited features • For limited features • Tiered levels 	<p>Price based on access to single event, venue, information or resources</p> <ul style="list-style-type: none"> • Per incident (IT services) • Per admission (movie, concert, ball game, theme park) • Season pass (theme park) 	<p>Price based on ongoing or longer-term access</p> <ul style="list-style-type: none"> • Time period (monthly, yearly, lifetime) • Number of units • For unlimited features • For limited features • Tiered levels 	<p>Price per specific time period of value delivery</p> <ul style="list-style-type: none"> • Per minute (mobile phone) • Per six minute increments (attorneys) • Per hour (consultants) • Per day (rental cars, hotels) • Per month (apartments) • Per year (insurance)



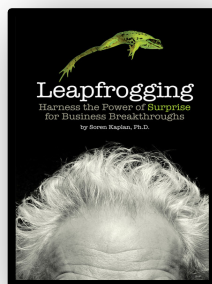
Strategy #3	Notes / Opportunities
<p>Disrupt yourself</p> <ul style="list-style-type: none"> • How do we bring the “outside” in? • How do we uncover deeper problems and needs? • What experiments could lead to new opportunities? 	
<ul style="list-style-type: none"> • Brainstorm, then experiment – Try new things; accept small failures • Follow Customers Home – Visit customers in their environments • Bring Customers Inside – Bring customers into the organization • Adopt a Business Model – Make connections to outside business models • Hire External Talent – Hire non-traditional leaders and employees • Create a Culture of Innovation – Foster an environment that promotes new ideas & allows for “experiment time” 	

**For more information, articles, and resources visit
www.leapfrogging.com**



Soren Kaplan

Soren Kaplan is the author of the award winning, *Wall Street Journal* bestselling book *Leapfrogging*. As the Founder of InnovationPoint, he works with organizations including Disney, Kimberly-Clark, Colgate-Palmolive, Medtronic, Philips, Visa, and numerous other global firms. Soren previously led the internal strategy and innovation group at Hewlett-Packard (HP) during the roaring 1990's in Silicon Valley and was a co-founder of iCohere, one of the first web collaboration platforms for online learning and communities of practice. He is an Adjunct Professor within the *Imagineering Academy* at NHTV Breda University of Applied Sciences in The Netherlands and has lectured at Harvard Business School, Copenhagen Business School, and with other MBA and executive education programs. He sits on the advisory boards of several Silicon Valley start-ups. He has been quoted, published, and interviewed by FastCompany, Forbes, CNBC, National Public Radio, the American Management Association, USA Today, Strategy & Leadership, and The International Handbook on Innovation, among many others. He holds Master's and Ph.D. degrees in Organizational Psychology and resides in the San Francisco Bay Area with his wife, two daughters, and hypo-allergenic cat.



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