

# Interactive Innovation Sprint

## Generating options for new products, services or business models

Organic growth requires ideas and tangible options for new products, services and business models. Very often, big jumps are difficult to achieve in the day-to-day business environment and take too much time.

enable2grow is leading you and your company through an interactive innovation sprint of 2 weeks. We use proven methods of design thinking and behavioural science.

We agree with you on an innovation challenge, select a team of 12 dedicated people from your R&D, Marketing, Sales, Supply chain and Finance and complement it with 2 of your customers and an external expert. These dedicated persons - in constantly changing teams of 3 - create, develop, dismiss, iterate and prioritise hundreds of ideas and approaches - moderated by enable2grow. At the end of the first and the second week, the (intermediate) results are presented to a jury, namely a sponsor and executives from your organisation.

The Interactive Innovation Sprint delivers

- At least a dozen tangible and viable product, service or business model projects
- With significant additional customer value, some of them up to the “moonshot” level
- A significant spark of innovation for your company’s culture.



### Dr. Bernd Brockmeier | Senior Advisor and Expert for Design Thinking & Innovation

Bernd has extensive experience in the field of business development - in multi-national companies, SMEs and startups. He has served as Sales and Marketing Director, Managing Director, Interim Manager, and Operating Partner for investors as well as advisor and coach. He is certified for Design Thinking (HPI Institute Potsdam; INSEAD, Fontainebleau) and recently for the Market Opportunity Navigator (by Marc Gruber & Sharon Tal: [www.wheretoplay.co](http://www.wheretoplay.co)). He lives in the Zurich Area. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 89 44 99 07 20** or book us [here](#).