



Business Acceleration Lab™

The aim of the service is to support and guide business management in business development. Perspectives include: strategy, growth, commercialisation of innovations, value creation, change situations, planning, management, responsibility, roadmap and implementation capacity.
The service is intended for the company's key personnel when they want to ensure the most risk-free and effective strategic choices and related measures in terms of business development.
Examples of the content of the Accelerator Laboratory work:
- Strategic choices and linking the strategy to the vision, goals and values
- Analysis of the company's current state: customers etc. stakeholders, processes, information systems, revenue model, competence, offering, responsibility and finances
- Commercialisation of innovations
- Increasing market and customer understanding through e.g. customer interviews
- The company's business and value creation model, core processes and functions
- A concrete development path for the implementation of the strategy in the coming years

The service includes 4 workshop days and 4 expert background check days. In addition, we implement development tasks for the participants.

The service is produced by Innoman Oy's experts Pekka Berg, Venla Berg, Päivi Klinga, Sari Lehtoaro and Jyrki Suomala.

About the service: "Cooperation with Innoman has been a very good investment in the future." Managing Director Aki Kinnunen, Naulankanta

INNOMAN

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Example

Pre-assessment: Participants fill out an initial survey before the first workshop.

Workshop 1. The big picture of the business and clarifying of the vision
- The company's mission, vision, strategy, goals and values
- The company's initial business model
- Goals for internationalisation
- Sustainability goals

Workshop 2. Business analysis and planning
- Business environment: internal and external stakeholders
- Increasing customer and user understanding
- Resources and skills: current and target state
- Organizational model
- Defining the main processes and their development needs
  (Marketing, sales, order and customer service, production and delivery, project management, procurement, logistics and warehouses, product development, innovation and product information management, planning, post-processing, quality, financial management, human resources management, information management, management)
- Current information systems and their development needs
- Existing products and services and brainstorming new ones

Workshop 3. Business and value creation models
- Value proposition, value creation and value creation
- New customer acquisition and customer relationship management processes
- Designing a productization roadmap
- Defining the business model and responsibility

Workshop 4. Concrete development path
- How to Make a Service Process Diagram
- Perform a scalability analysis
- Creating a business and sustainability roadmap
- Summary of the results obtained
- Deciding on further measures. Is there a need for funding for e.g. Business Finland's TEMPO development funding or ELY development funding, where business support is at best 75-80%?
- The processed material also meets the application requirements of Finnvera, Fiban and banks globally.

Between the workshops, we implement participants' homeworks and background checks by our experts. In total, the package includes eight consulting days, four of which are joint workshop days. The length of the workshop day is 7 hours.

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