



**1 CORPORATE
STARTUP** AWARD
The Best Corporate
Entrepreneurship Award
2018



BEGEISTERUNG WECKEN FÜR INNOVATIONEN DURCH DIE KICKBOX METHODE



David Hengartner

Co-Founder & CEO GETKICKBOX

EXCITED TO MEET YOU VIRTUALLY

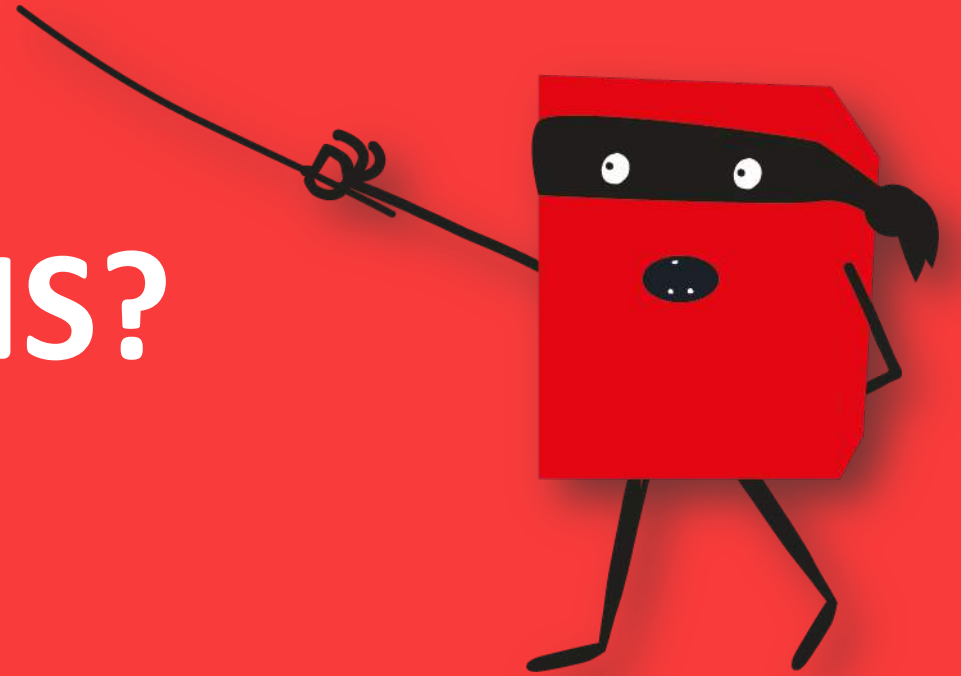


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QUESTIONS?



**THE CORE OF INTRAPRENEURSHIP ARE NOT IDEAS, BUT PEOPLE
THEY ARE THE TRUE HEROES AND NOT PROCESSES OR WE AS INNOVATION MANAGER**



POWER TO THE PEOPLE: THE KICKBOX METHODOLOGY

STATEMENT OF EMPOWERMENT AND OWNERSHIP – NOT A MAILBOX TO DROP IDEAS!



KICKBOX

I'M THE CEO
of my idea

getkickbox.com

KICKBOX METHOD: LOW ENTRY, TANGIBLE AND GAMIFIED; FUNNEL: 100 IDEAS, 15-20 PILOTS & 2-3 IMPLEMENTATIONS (SWISSCOM: 700 IDEAS, 120 PILOTS, 20 GOLDBOXES)

GOAL I: TRAINING & TRANSFORMATION OF EMPLOYEES

GOAL II: INNOVATION LEADING TO BUSINESS IMPACT

90% RECEIVE DIPLOMA &
RETURN TO DAILY JOB

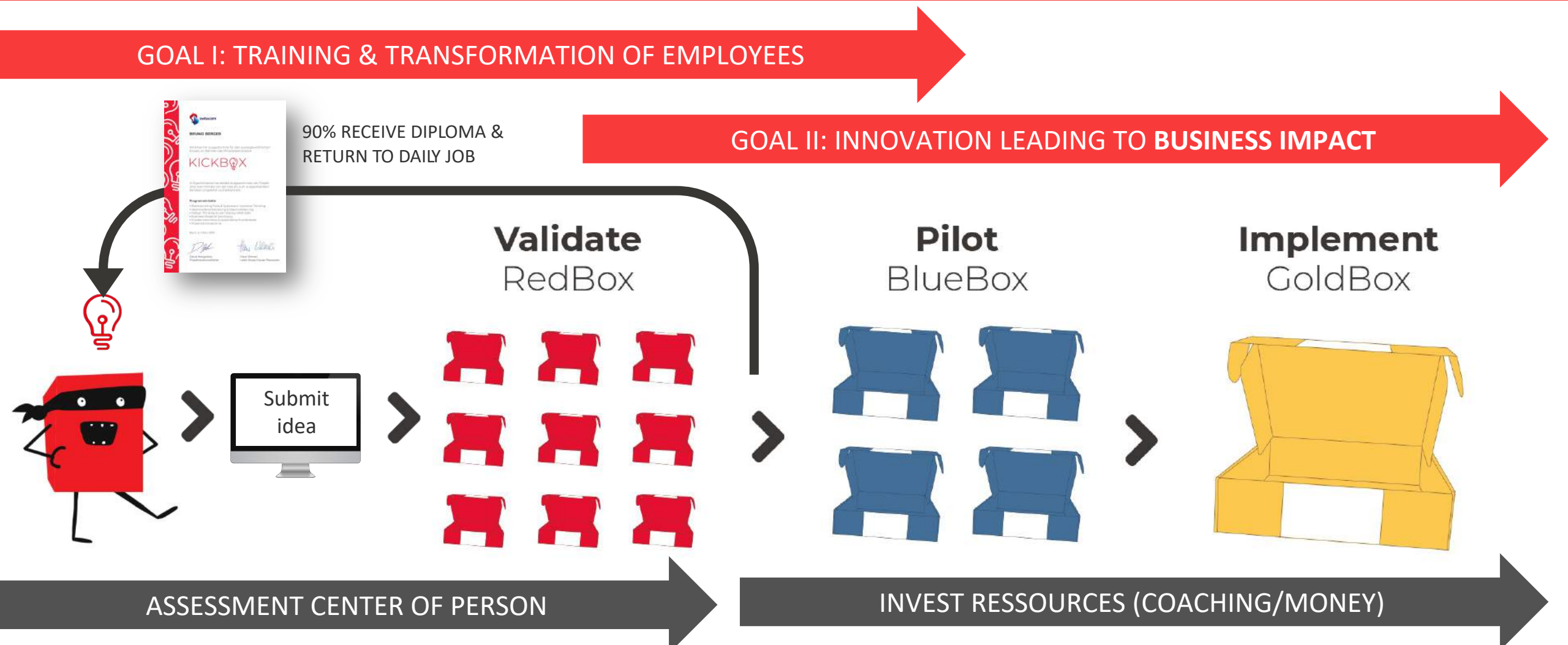
Validate
RedBox

Pilot
BlueBox

Implement
GoldBox

ASSESSMENT CENTER OF PERSON

INVEST RESSOURCES (COACHING/MONEY)



2 GOALS OF THE PROGRAM: INNOVATION & TRANSFORMATION CREATE NEW BUSINESS, WHILE PLAYFULLY EDUCATING EMPLOYEES

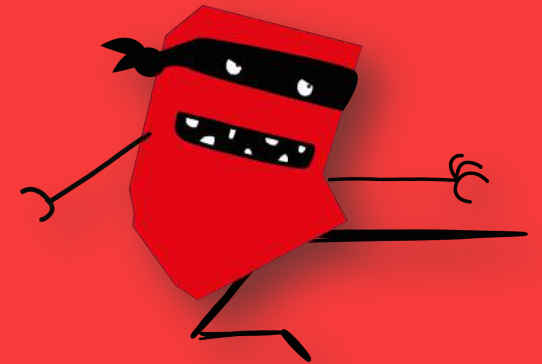


KICKBOX = BUSINESS IMPACT

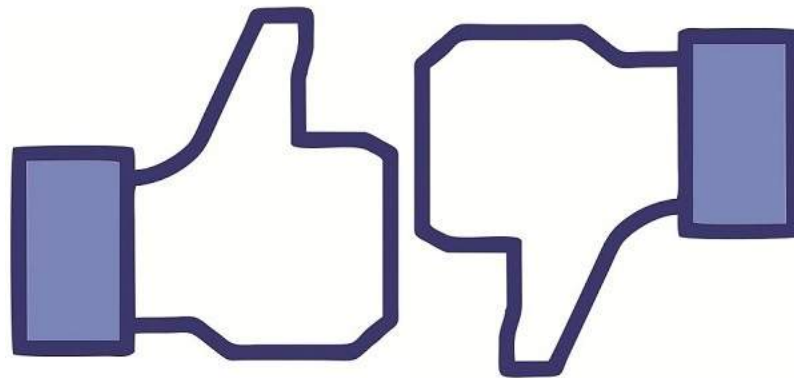
Create the next disruptive business case!

KICKBOX = CULTURAL TRANSFORMATION

Make your employees fit for the digital age!



LET'S PLAY A GAME!



IDEA #1: TRACKER TO KNOW WHEN LAUNDRY IS FINISHED



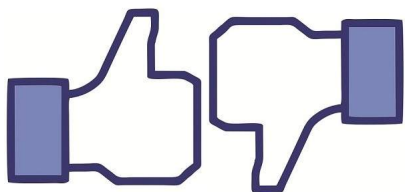
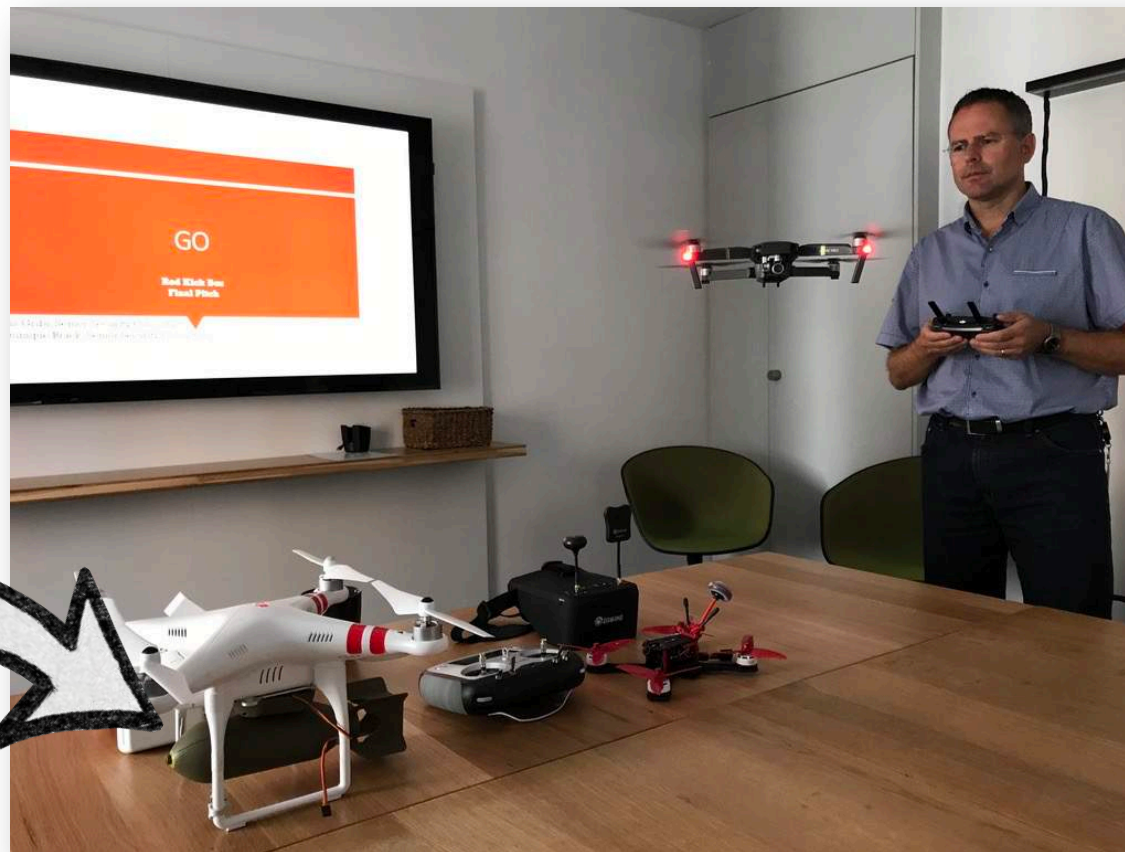
THINGDUST.CPOM: PLUG AND PLAY WORKSPACE ANALYTICS USING SWISSCOM LORA-TECHNOLOGY



clients



IDEA #2: POTENTIAL THREAT FROM DRONES





← Radio communication

Drone recognition and defence

DRONE SPOTTER: SWISSCOM OFFERS PROTECTION FROM DRONE-THREAT



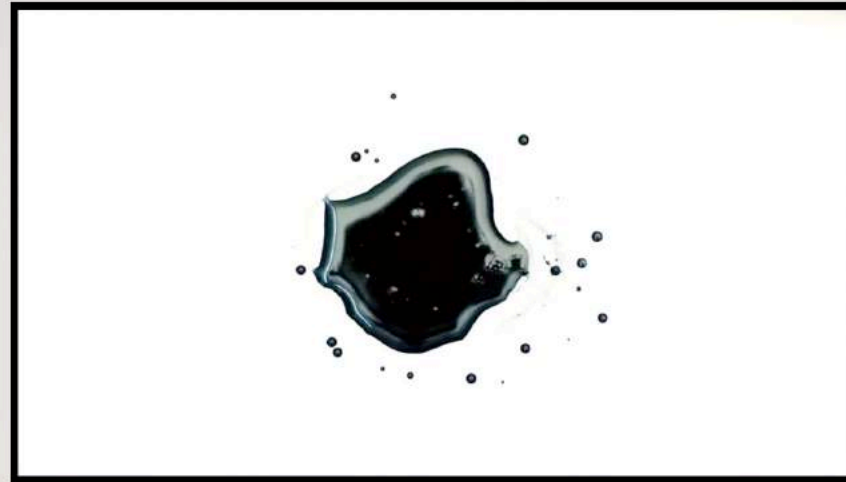
Drone Spotter

Upgrade your drone protection –
with the modular Swisscom solution

IDEA #3: SELL PHYSICAL PAINTINGS FROM ART SCHOOLS ONLINE



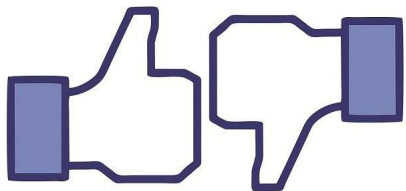
Enrich your life with digital art



**NOOW.ART: DIGITAL ART PLATFORM WITH
BLOCKCHAIN AND APP FOR SWISSCOM TV**



IDEA #4: USE TECH TO GIVE AMATEUR SPORT MORE ATTENTION



[← Event & Media Solutions](#)[Swisscom Asport](#)

ASPORT: FULLY AUTOMATED VIDEO PRODUCTION SYSTEM FOR SPORTS

[Kontakt](#)

Asport

The fully automated video production system for popular sports in Switzerland

[Request an offer](#)[Request a demo](#)

IDEA #5: SMARTPHONE KEYBOARDS CHALLENGE FOR BLIND PEOPLE



HELP2TYPE: PHYSICAL KEYBOARD FOR VISUALLY IMPAIRED PEOPLE

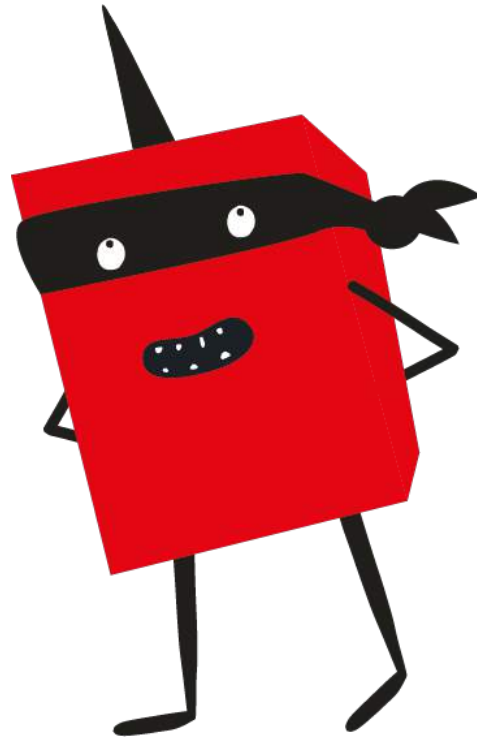
help2type - so you
can communicate
in the future

Order now



WHO GOT ALL 5 RIGHT?

SAY YES TO
RAW IDEAS!



MINDSET #1:
BE ENABLER
AND NOT
GATEKEEPER



KICKBOX CREATED 500
CEOs WITHIN SWISSCOM



GETKICKBOX
POWERED BY SWISSCOM

MINDSET #2:
DON'T JUDGE
RAW IDEAS





MINDSET #3: PEOPLE OVER IDEAS

5 LEARNINGS AFTER 5 YEARS

LEARNING #1: YOU NEED STRONG C-LEVEL SUPPORT

THE TOP MANAGEMENT SUPPORTS YOU

The goal is to create new innovation and to further educate our employees.




Roger Wüthrich-Hasenböhler
Chief Digital Officer

We want to keep an eye on internal innovators. Kickbox shows us what the real potential of our employees is.



Hans Werner
Chief People Officer

We are convinced that the freedom which Kickbox provides is key to foster a companywide innovation spirit within Swisscom.



KICKBOX

WORKING HOURS


recommendation: max. 80 working hours


made possible by: your manager

Swisscom is convinced that every single employee is equipped with the innovative strength that leads to new products and features on the market!

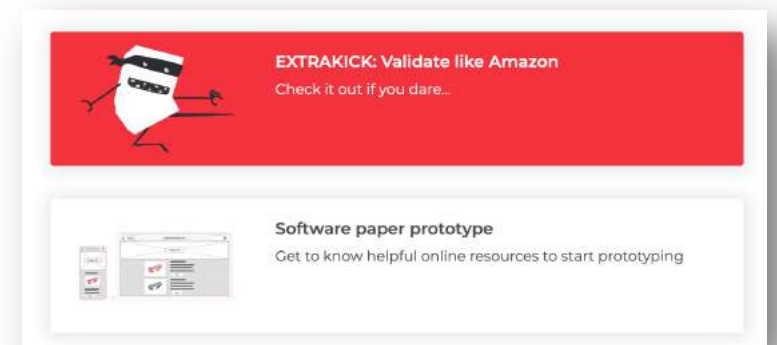
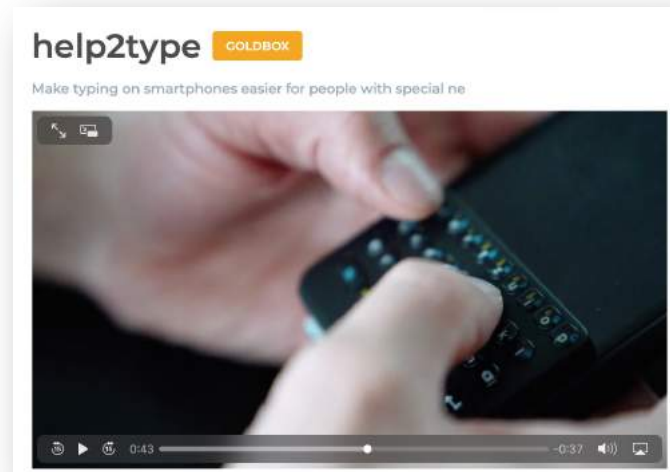
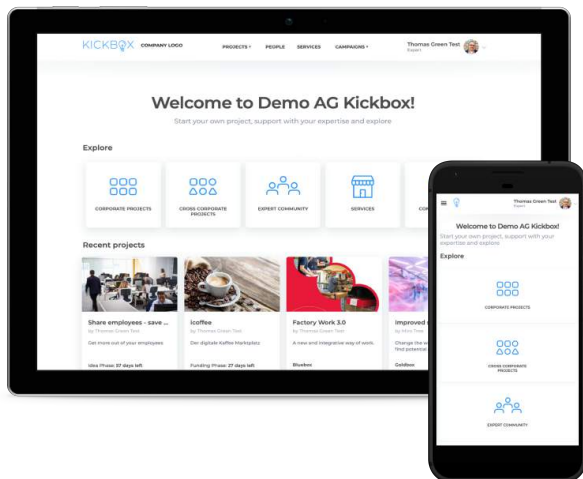
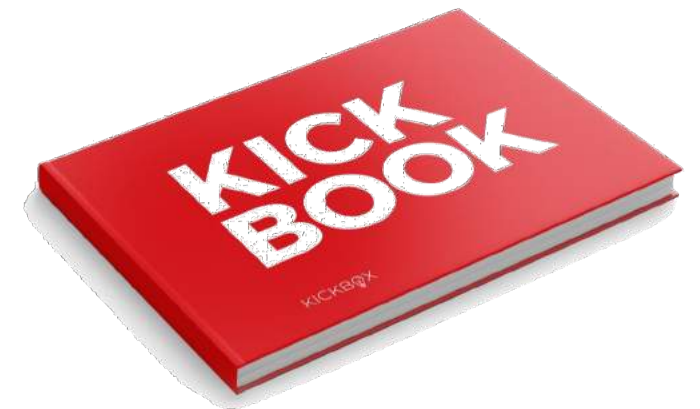
An important part of the Kickbox is the time commitment on behalf of Swisscom spread over two months in an agreement between the manager and the employee. Swisscom HR recommends this time budget on behalf of the **innovative strength** to be applied – you as a manager decide upon the final release, the allocation and the possibilities in the daily business of your employee.

Dear manager, please take this voucher as an occasion to openly discuss the planning with your employee and to support him or her in the best way possible.

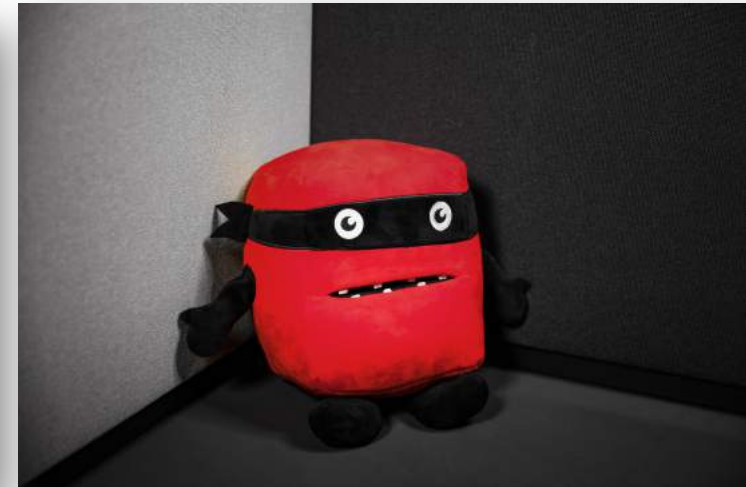

Hans Werner
Chief Personnel Officer


swisscom
swisscom.getkickbox.com

LEARNING #2: BRIDGE THE OFFLINE & ONLINE WORLD



LEARNING #3: DON'T TALK METHODS, CREATE A BRAND




LEARNING #4: LEVERAGE YOUR INNOVATION ECOSYSTEM

EXPERTS KICKBOXERS


People

ADD TAG


Expert VIEW ALL




Sarah Flückiger
Nuclear energy, Data Analytics, Online Brand...




Chris Ronalds
Testing, Service Innovation, Chicken & Egg Pr...



Rosie Berg
Below the Line Marketing, Key Account Managem...



Thomas Green
Customer Journey Design, 1-to-1-Marketing, De...



Tom Burton
Web Design, Interface Design, Brand Design



Tina Techie
by Okke from GETKICKBOX
300,-



Lars Lawer
by Cyril from GETKICKBOX
300,-

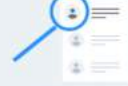









Daniela Designer
by Ivan from GETKICKBOX
300,-

REDBOX **BLUEBOX** GOLDBOX Any price

Services

All categories

Plan	Build	Evaluate	Plan	Build	Evaluate	Plan	Build	Evaluate	Plan	Build	Evaluate
											
Customer Deep Dive by Simon Bühler 500,-	Business Coach for PoC by Roman from GETKICKBOX 600,-	Leadership Mentoring by Roman from GETKICKBOX 600,-	Pitch Training by Roman from GETKICKBOX 600,-	Business Case by Roman from GETKICKBOX 1200,-	Prototyping Workshop by Ivan from GETKICKBOX 1200,-	DIY Digital Prototyping by Ivan from GETKICKBOX 300,-	Get a PoC Prototype by Ivan from GETKICKBOX 2100,-				

LEARNING #5: PEER EXCHANGE AND CO-CREATION



CO-CREATION OF KICKBOX METHODOLOGY: 100+ INNOVATION LEADERS CONTRIBUTED TO KICKBOOK



Jan 2016



Jun 2016



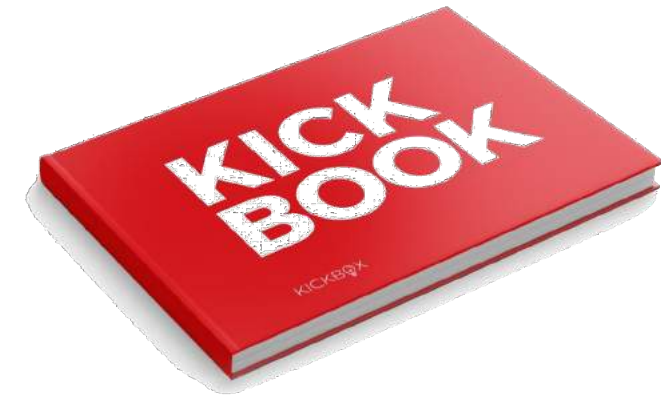
Dec 2016



Jun 2017



Q3 2018



Q2 2019

KICKBOX PROCESS



IMPORTANT: START SPEAKING WITH CUSTOMERS
ALREADY DURING THE PROBLEM VALIDATION!

FROM PROGRAM TO PRODUCT: OUR OWN GOLDBOX WITH GETKICKBOX



swisscom

GESUCHT

Furchtlose Mitarbeiter für eine wagemutige Mission:
Die Kickbox!

Merkmale:

- Bricht den Status quo
- Scheut keine langen Arbeitstage
- Trägt grosse Risiken bei minimaler Chance auf Erfolg

Ausgesetzte Belohnung:

- Ruhm und Ehre
- Der geilste Job der Welt

Gefunden? Deadline: 22. Februar 2013

Schnapp dir eine Kickbox und leg los auf:

beta.gesuchthoerch
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swisscom

KICKBOX

Realisiere Deine Idee.

Schnapp' dir eine Kickbox.

Ich will mehr wissen.

IT ALL STARTED WITH A SMALL PILOT IN 2015...



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2018

GETKICKBOX

INTRAPRENEURSHIP AS A SERVICE

Johnson & Johnson



SIEMENS



Implenia®

Allianz 

Global Investors

 **Baloise**
Group

RAIFFEISEN



Universität
Zürich ^{UZH}

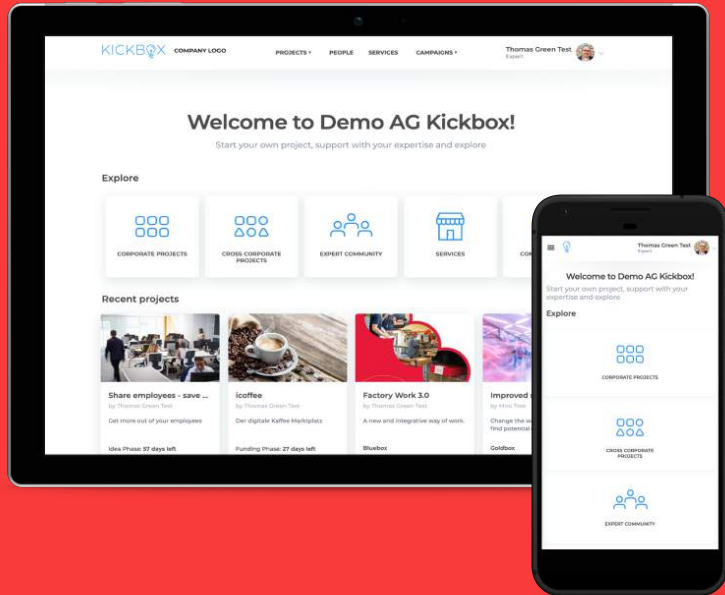
 **SBB CFF FFS**

Schweiz Tourismus.



THE 3 KEY ELEMENTS OF GETKICKBOX: ONLINE PLATFORM, PHYSICAL TOOLBOXES & INNOVATION ECOSYSTEM

1



ONLINE SAAS
PLATFORM

2



PHYSICAL TOOLBOXES

3

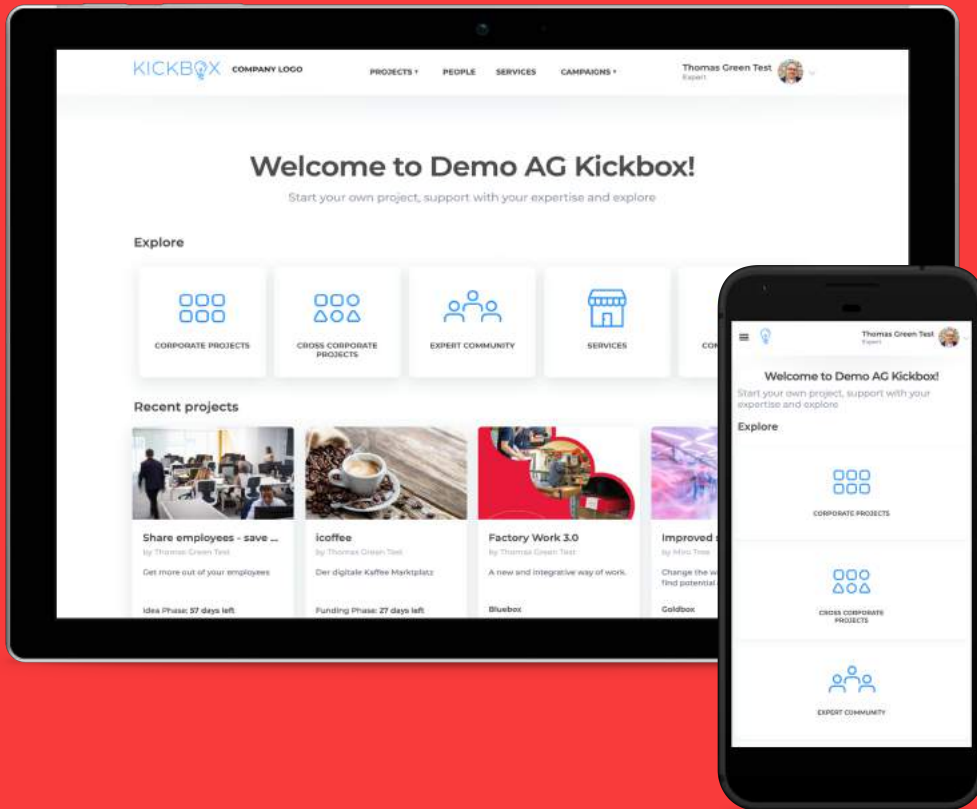
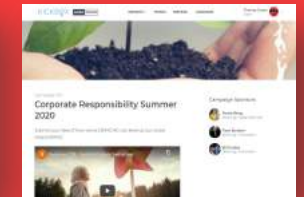
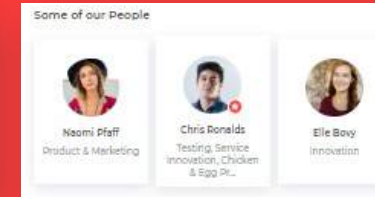
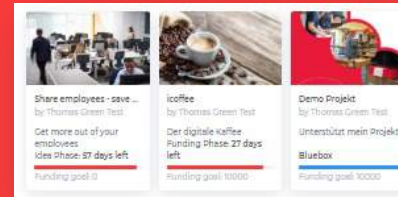


INNOVATION
ECOSYSTEM

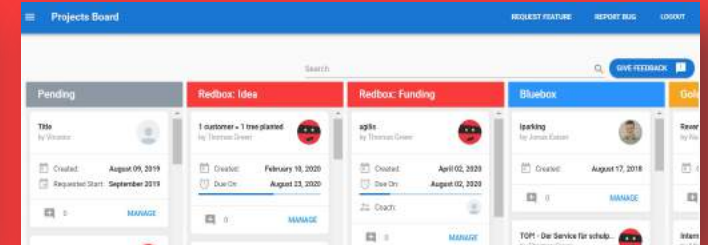
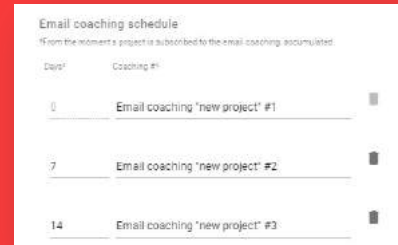


KEY ELEMENT 1: ONLINE PLATFORM MANAGE & MEASURE PROGRAM AND CREATE VISIBILITY

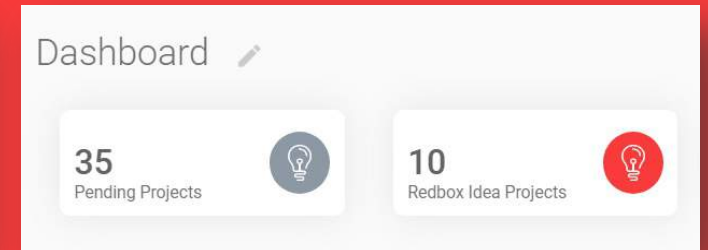
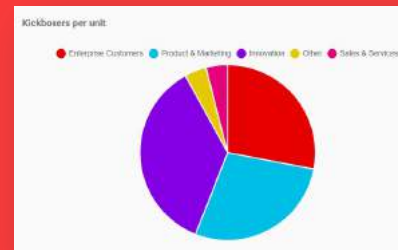
VISIBILITY – FIND THE RIGHT EXPERTS, SPONSORS & TEAM



MANAGEMENT – REDUCE OVERHEAD & AUTOMATE PROCESS



MEASUREMENT – HEALTH CHECK OF INNOVATION PROGRAM



KEY ELEMENT 2: GAMIFIED PHYSICAL TOOLBOXES EMPOWER, EDUCATE AND ENABLE INNOVATOR

TOOLBOX

PHYSICAL BOX AS SIGN OF OWNERSHIP
OVER IDEA AND EMPOWERMENT OF
INNOVATOR

METHOD (KICKBOOK)

GUIDE FOR INTRAPRENEUR THAT HAS
BEEN CO-CREATED BY 100+ INNOVATION
LEADERS

GADGETS

PROJECT BUDET, WORKING TIME,
MOTIVATIONAL STICKERS,
MERCHANDIZING AND CANDY.



KEY ELEMENT 3: INNOVATION ECOSYSTEM

EXCHANGE, CO-CREATE AND ACCESS FREELANCERS

CROSS-CORPORATE COLLABORATION

PEER COMMUNITY



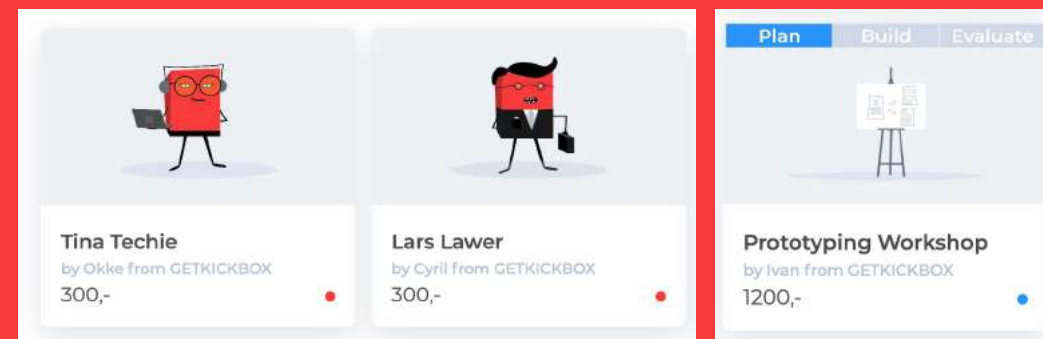
SUPPORT FOR INTRAPRENEURS

EXTERNAL COACHING

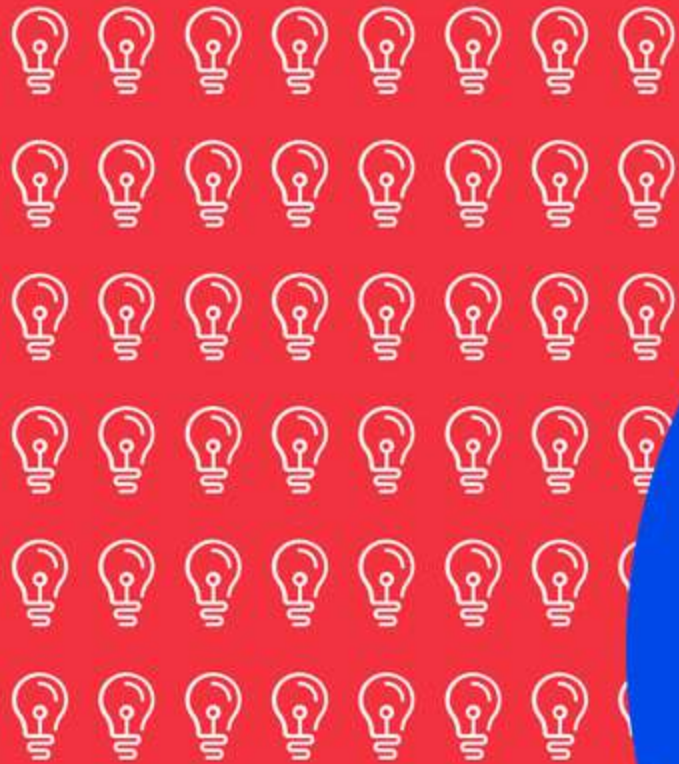


INNOVATOR SET SUPPORT BY CERTIFIED GETKICKBOX COACHES DURING IDEA VALIDATION

MARKETPLACE FOR INTRAPRENEURS



INNOVATOR GETS ACCESS TO CERTIFIED GETKICKBOX PROVIDERS TO BOOST PROJECT



John R. Boxly
PRESIDENT

GET SHIT DONE!

getkickbox.com



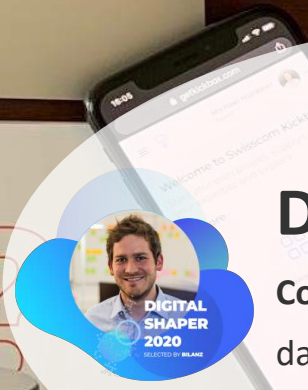
**MY GIFT TO YOU:
DOWNLOAD THE
KICKBOOK FOR FREE**



<https://info.getkickbox.com/kickbook-dh>



READY?



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dave@getkickbox.com