



Inwido Compete & Incubate

Design process April 12 – June 7 2012

INWIDO
Great Windows & Doors

Ideon Innovation™
Business Incubators

IMPLEMENT
CONSULTING GROUP

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Project Vision

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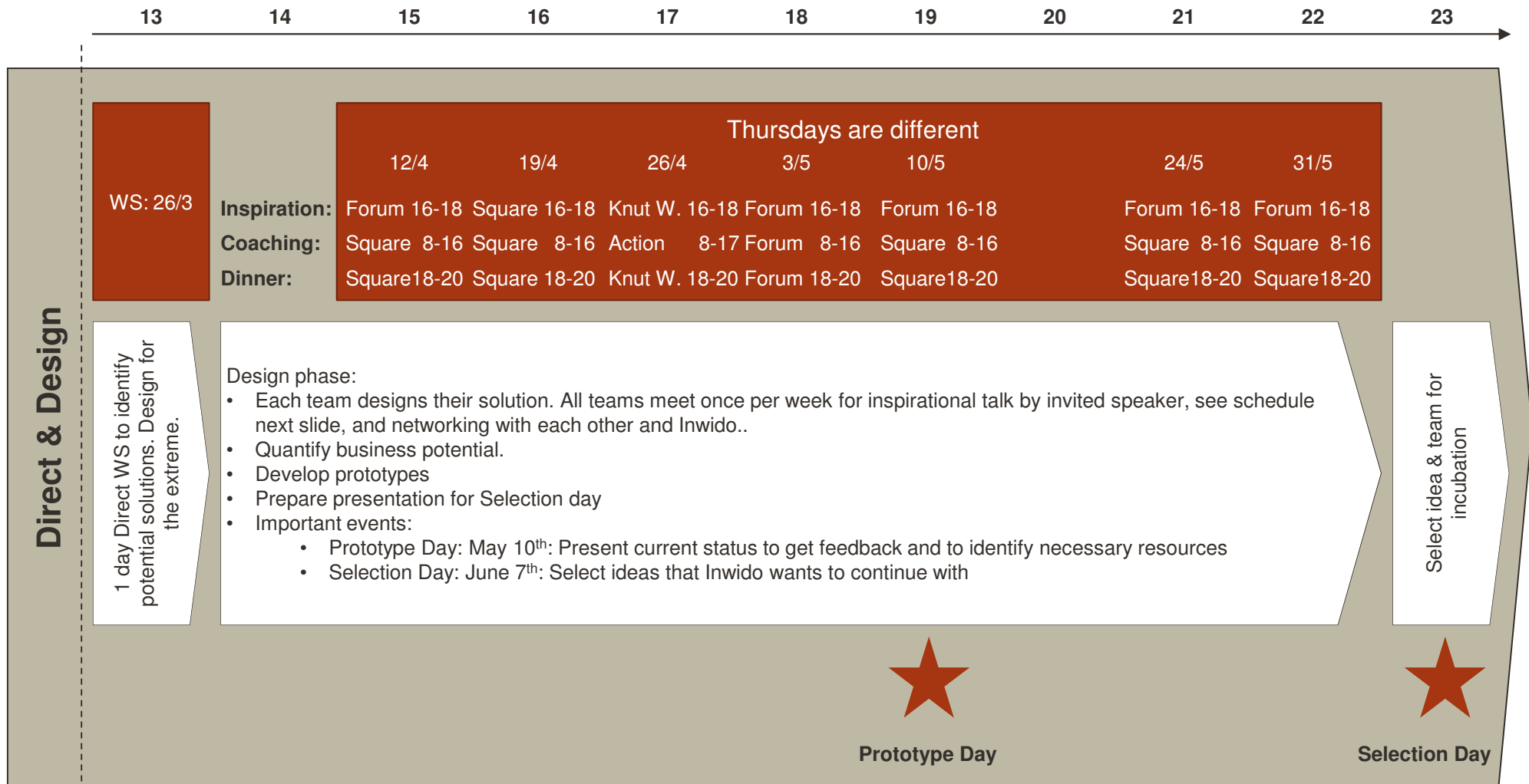
”Innovate new applications, products and services from digitalization of Windows and Doors”

Project Mission

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”Involve a broad set of people and organizations for an intense 10 weeks period of time to produce at least 5 ideas and teams to go into incubation”

High level plan for the Design phase with dates and locations for Inspiration, coaching sessions and dinner at Agora on Ideon, Lund



Coaching and inspiration during Design phase every Thursday at Ideon Scheelevägen 15, Lund, conference rooms Square and Forum

Coach: Erik Kayser + Mats Dunmar + 1 Inwido

08.00-12.00: Structured 1-to-1 coaching pre-booked by each team

13.00 – 16.00: Unstructured networking and coaching between the teams and with innovation, business and technical coaches

The entire purpose of Thursdays are to facilitate and encourage interactions between all kinds of people.

It can be between the different groups or with involvement from business, innovation and technical coaches.

Standard agenda:

- What is the job to be done?
- How to launch and go-to-market?
- What's in it for Inwido?
- How to present it at Selection Day?

Almi Coaching support:

12/4: Johan Olsén

19/4: Johan Bloem, johan.bloem@almi.se

26/4: Jonas Jönsson,
jonas.jonsson@almi.se

3/5: Johan Bloem

10/5: Johan Olsén

24/5: Jonas Jönsson

31/5: Britt-Marie Winbladh

16.00 – 18.00: Inspirational speaker

12/4: Thomas Geuken, CIFS: Rock'n roll leadership

19/4: Pernilla Jonsson, Kairos Future: Turning insight into innovation

26/4: Daniel Melkersson, Crowd: To get your message out + Bogdan Tudosoiu, HTC: Mobile security/applications

3/5: Anders Bjerre, CIFS: Future of constructions and buildings

10/5: Prototype day + Sofia Arvidsson, Stena Metall: Design for recycling

24/5: Bent Kock, Implement: Manage your energy – not your time

31/5: Jonna Opitz, Inwido: Trends within windows & doors

18.00 – 21.00: Networking & Dinner

Detailed description of each Thursday

	April 12 th	April 19 th	April 26 th	May 3 rd	May 10 th	May 24 th	May 31 st Subject to change
Speaker	Thomas Geuken Research Director at Copenhagen Institute for Futures Studies www.thomasgeuken.com	Pernilla Jonsson Partner at Kairos Future, Director Consumer, Markets & Innovation http://www.kairosfuture.com/konsult/pernilla-jonsson	Daniel Melkersson & Founder and Marketing Developer at Crowd	Anders Bjerre Senior Manager at Copenhagen Institute for Futures Studies http://www.cifs.dk/scripts/medarb.asp?id=ABJ&Ing=2	Sofia Arvidsson Account Manager at Stena Metall http://www.stenarecycling.se/en/Product-s-and-services1/Advisory-services/DESIGN-TO-RECYCLE/	Bent Kock Partner at Implement Consulting Group	Jonna Opitz VP Sales, marketing & Communication at Inwido
Titel	Rock'n'Roll Leadership	Turning insight into innovation	New ways of communicating	The future for houses and work	Design to recycling	Manage your energy – not time	Trend in Inwido's main markets
Why should you come?	In Thomas concept of Rock'n'roll leadership, he has drawn parallels between rock bands and innovative corporations in terms of the need of integrity, freedom, originality, drive and collaboration	Pernilla will let us see the light and increase our understanding on how to turn customer insight into innovation. Mastering these skills are absolutely crucial in successfully innovating new consumer products & services	Daniel founded Crowd as a hybrid agency to get the best out of the digital and analogue worlds. Crowd creates communication that gets noticed and acted upon.	Among Anders many fields of interests are New Media, organization, strategy, culture,, the future of work, housing, memberships, Business to Society, marketing and EuroConstruct	Stena Metall have developed a concept to incorporate recycling capabilities already from the design of products. Costs and environment are saved by waste is put to use again.	How do we get higher personal excess to the important things in life? Time Management and self-discipline are not enough. It is all about Energy Management – in order to be superior in the important areas of our lives, we must understand that where focus goes, energy flows	Inwido has developed a trend report together with Kairos Future on the most important trends affecting consumer behaviour. How can we use these trends to further strengthen our ideas and products?

Prototype day on April 26th aims at giving each team an early feedback on their idea, its potential and to identify any resources needed to make a compelling case

Presenting the ideas in their current state on April 26th enables early feedback and identification of necessary resources to make a compelling presentation on June 7th. The success of the project depends on that each team is able to present an idea and prototype at Selection day on June 7th with a clear and valid proposal.

Concept Description:

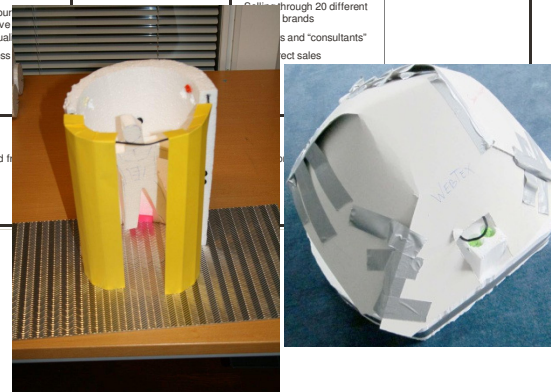
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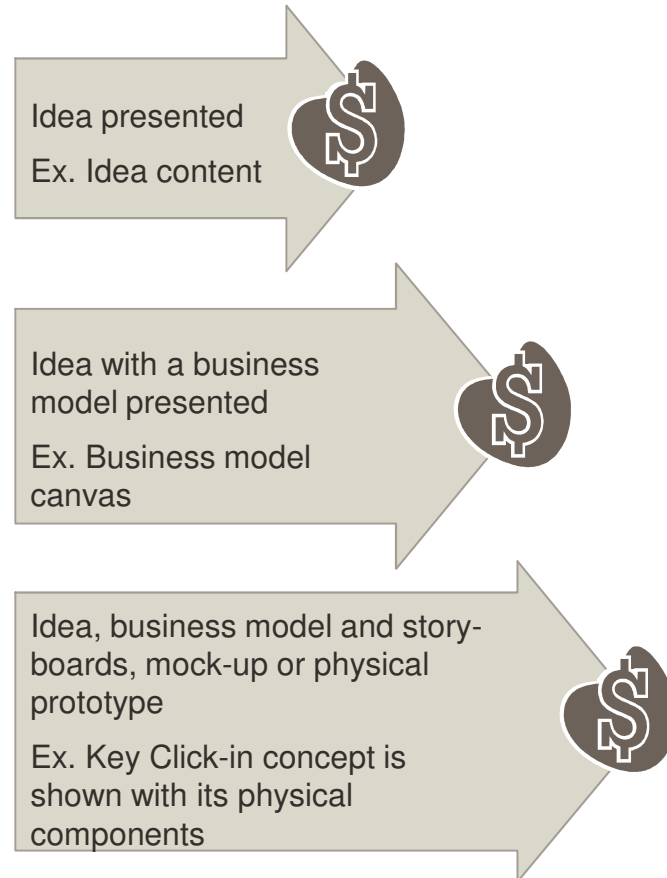
Target group(s)	Concept details

Concept sketch

Value proposition statement

Inwido's Business Model as it is today

Key Partners	Key Activities	Value Proposition	Customer Relations	Customer Segments
<ul style="list-style-type: none"> Manufactures of glass elements Producers of tree material Manufactures of lock systems Manufactures of handles and hinges 	<ul style="list-style-type: none"> Optimized Supply Chain with handling of 3 million products variants – capacity driven Optimizing brands Differentiate brands = optimize selling 20+ platforms 	<ul style="list-style-type: none"> Environmentally friendly wood-based windows and doors Very durable products High flexibility – more than 3 	<ul style="list-style-type: none"> Through the specific brands and the retailers Not a focus area? 	<ul style="list-style-type: none"> Mainly Nordic countries The primarily customer segment is consumers (householders), doing renovation, remodelling and extension projects (70% of
Physical prototypes				
				
<p>Key resources</p> <ul style="list-style-type: none"> Production resources are cost-effective delivers high quality Brand awareness 				
<p>Cost structure</p> <ul style="list-style-type: none"> Major cost drives are manufacturing of the wood frame and glass elements 				



The more compelling presentation the more likelihood of high valuation

Jury for selection day



Håkan Jeppsson, President & CEO, Chairman of the Jury

- Joined INWIDO in 2009, member of Group Management since 2009
- Other assignments: Chairman of Malmö FF, Board member of Handelsbanken Malmö City and member of the Advisory Council, Lund University School of Economics and Management
- Previous positions: President and CEO of BE Group AB (2002-2009), President of Papyrus AB (1999-2002), where he has also been a Board member



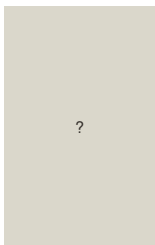
Anders Isaksson, COO

- Joined INWIDO in 2001, member of Group Management since 2004
- Other assignments: Deputy Chairman Femib, Board member of the Swedish Flat Glass Association and the Swedish Federation of Wood and Furniture Industry
- Previous positions: President of Inwido Sverige (2004-2010), Production Manager for Inwido Sverige (2001-2004)



Jonna Opitz, SVP Sales, Marketing & Communications

- Joined INWIDO in 2009, member of Group Management since 2009
- Previous positions: Vice President Corporate Communications for ReadSoft (2006-2009), Corporate Communications Manager for PartnerTech (2001-2006)



Swedish entrepreneur, with international success

Not confirmed



Swedish well-known politician

Not confirmed



Swedish FMCG CEO

Not confirmed



Danish serial entrepreneur and CEO

Not confirmed



Female consumer, Danish 35-45 years

Not confirmed