



# The QGLUE Innovation Kickbox

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The Innovation  
Kickbox.

**QGLUE**  
A QAI Promoted Venture

1

**Want to start an  
intrapreneurship and  
innovation movement in  
your organization?**

**We can enable both.**

2

# Looking to unleash innovation in employees?

**We can help you get  
real innovation at  
unreal speed.**



3

**Want to follow what Adobe,  
Swisscom, 3M, HPE, Cisco,  
Caterpillar, MasterCard,  
P&G, and hundreds of  
others followed?**

**We have the Box.**

# Introducing the QGLUE Innovation Kickbox!

**When looking inside the  
box, gets people  
thinking outside the box!**



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**Powered and inspired  
by Adobe Kickbox.**

**Enhanced and adopted  
by QGLUE.**

**For You.**



<b>Problem</b> Top 3 problems	<b>Solution</b> Top 3 features	<b>Unique Value Proposition</b> Single, clear, compelling message stating why you are different and worth paying attention to	<b>Unfair Advantage</b> Can't be easily copied or bought	<b>Customer Segments</b> Target customers	
	<b>Key Metrics</b> Key activities you measure (e.g., page views, monthly recurring revenue, website visitor volume, sales calls, repeat requests for info)	<b>The "Wow!"</b> The one (main) cost, feature that every reviewer will rave about	<b>Channels</b> Paths to customers (e.g., website, mobile app, social media, direct response ads)		
<b>Cost Structure</b> Examples: Customer acquisition costs, Distribution costs, Web hosting, Employees, Manufacturing, Support			<b>Revenue Streams</b> Examples: Direct sales, Subscriptions, Training, Support contracts, Upgrades		

**Kickbox Canvas**



The Kickbox by QGLUE is a 12 week,  
assisted DIY Innovation program, with a  
well defined and tested methodology,  
along with tools, training, and community  
participation and inspiration.

Along with some cash,  
coffee and coaching!





# The 5 Phases

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Inception. 1

To start any journey without understanding your true purpose is to fail before you begin. Your own motivations illuminate the path to success.

Ideate. 2

Great ideas emerge from great insight. Learn to spark your imagination by observing the world not as it is - but as it should be.

Improve. 3

All ideas begin life as bad ideas. Learn to grow bad ideas into good ideas and the secret of knowing which is which.

Investigate. 4

Is an idea valuable? It's a question only customers can answer. Find out quickly by validating your ideas with real-world experiments.

Pitch. 5

Even great ideas must prove their worth in corporate combat. Use data to sell an idea to your sponsor to convince to fund your idea.

# The Prep

9

1

Strategic Innovation Workout with Leadership- Themes for Kick box Launch are identified during a half day workout

2

Optional : AfCE “Intrapreneurship DNA Test”—Shortlist candidates who possess intrapreneurial traits

Powered by



3

Optional: AfCE “Online Intrapreneurship Course”—Shortlisted candidates take the 7 hour online intrapreneurship course

Powered by



# The 5 Phases

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1

## **Level 1 – Inception : Kickbox Orientation Workshop ( 2 days )**

1. Introduction to 4 phases – Inception, Ideate, Improve & Investigate
2. The teams complete level 1 and get a walkthrough of the other levels to be taken up subsequently.
3. QGlue expert showcases the entire journey and the milestones are identified.

2

## **Level 2 – Ideation + Coaching Session 1**

1. Use divergent thinking and ideation frameworks
2. Teams apply the techniques learnt like question the question, strategic elements and solo storming
3. Validate your problem statement, interview users and come up with multiple innovative ideas.

3

## **Level 3 – Improve + Coaching Session 2**

1. Team Creates Zen statement of the challenge area.
2. Selection & Prioritization of ideas / concepts to build the prototype
3. Use Zen card and the scorecard to gather feedback on the ideas generated
4. Build upon the ideas to create new ones
5. Create the canvas in the template shared

4

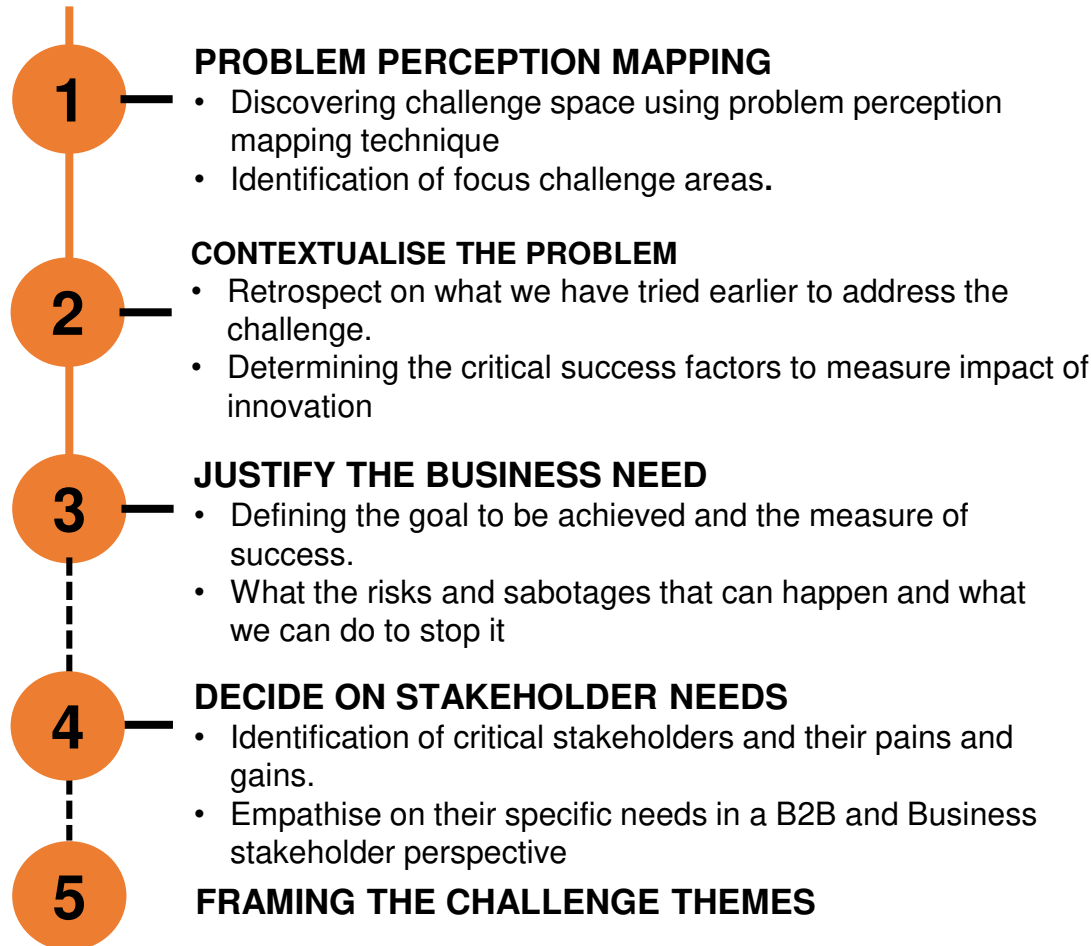
## **Level 4 – Investigate + Coaching Sessions 3&4**

1. Creation of Prototypes and Testing them. AfCE powered Prototype Fund is also available for support
2. Revalidate the problem space using quantitative validation
3. Collate Insights
4. Final prototype demonstration
5. Any modifications basis inputs received

5

**Final Pitch** – Top 3 Teams undergo the subsequent journey. These ideas and prototypes are taken forward for next round of development and final rollout.

## STEPS FOR ESTABLISHING LONG TERM STRATEGIC THEMES TO BE TAKEN DURING KICKBOX JOURNEY



# The Kickbox Workshop

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## Program plan for the 2 days ILT workshop- DAY 1

1

### Level 1 – Inception : Kickbox Orientation Workshop ( 2 days )

1. Introduction to 4 phases – Inception, Ideate, Improve & Investigate
2. Distribution of the Kick box
3. The teams complete level 1 and get a walkthrough of the other levels to be taken up subsequently.
4. QGlue expert showcases the entire journey and the milestones are identified.

2

### Level 2 – Ideation + Coaching Session 1

1. Use divergent thinking and ideation frameworks
2. Teams apply the techniques learnt like question the question, strategic elements and solo storming
3. Validate your problem statement, interview users and come up with multiple innovative ideas.

3

### Level 3 – Improve + Coaching Session 2

1. Team Creates Zen statement of the challenge area.
2. Selection & Prioritization of ideas / concepts to build the prototype
3. Use Zen card and the scorecard to gather feedback on the ideas generated
4. Build upon the ideas to create new ones
5. Create the canvas in the template shared

# The Kickbox Workshop

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## Program plan for the 2 days workshop- DAY 2

4

### **Level 4 – Investigate And Understanding the AfCE Prototype fund and how to benefit from it**

1. Creation of Prototypes and Testing them
2. Revalidate the problem space using quantitative validation
3. Collate Insights
4. Final prototype demonstration
5. Any modifications basis inputs received

5

### **Level 5- Final Pitch**

1. How to pitch your idea
2. How to package the data
3. Avoiding failure
4. Simulation and best practices in pitching of ideas

# The Prototype Fund

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Optional support for the teams in setting up experiments for prototype development.

The **Prototype Fund** consists of a pre-budgeted & approved resource of designers, web developers, online marketers and project managers dedicated to building the assets you need to succeed.



Powered by  ACADEMY for CORPORATE ENTREPRENEURSHIP

**The Innovation KickBox is the world's most popular enterprise innovation framework.**

**It's also a global movement.**

**A community.**

**A vote of trust for the employees.**



Successful teams  
progress to the  
**Blue Box.**

Which we aren't  
revealing yet!



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**Stop. Rest.**

**Start changing the  
world.**

**Now.**



**Break the seal.  
Start the movement.  
Call us.**



**Can you afford not to  
start innovating today?**



# What is QGLUE?

## **FUTURE PROOF YOUR TALENT**

Putting people at the heart of everything that you do.

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## **HACKING THE NEXT INNOVATION**

Creating a future that we all aspire to live in.

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## **DESIGNING CUSTOMER CENTRIC EXPERIENCES**

Discovering the questions that can make life better.

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## **HUMAN CENTERED PROCESS DESIGN**

Building a living business that is responsive to change.

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# Let's Connect!

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