

# GROWTH & INNOVATION STRATEGY ODI PROJECT FORMATS

Consultancy Services	Objective	Preparation	Timeframe	Result
<b>JTBD Market Opportunity Check</b>	Discover your market ecosystem with job executors and jobs-to-be-done and evaluation of markets together with your team	1-2 interviews with customers and/or internal experts, workshops	2 x 0,5-day workshops	Where can we find new market opportunities?
<b>JTBD Product Opportunity Check</b>	Create a rough job map and evaluation of your products and services together with your team	1-2 interviews with customers and/or internal experts, workshops	2 x 0,5-day workshops	Where can we find new product and service opportunities?
<b>Growth Strategy Pilot Project</b>	Apply the Outcome-Driven Innovation® process to a pilot project of your choice, with extended analysis and workshop services	Desk research, 2-3 customer interviews, 1 expert interviews, client material, with customer in the workshop	1,5-day workshop	First insight of a rough Growth Strategy
<b>Growth Strategy 3-day Accelerator Bootcamp</b>	Learning process with a real client case and delivers prioritized needs and innovation projects	Bootcamp format with streamlined qualitative and quantitative data collection phase, without segmentation	3x1 day workshop 6-8 weeks	Growth Strategy Light based on a data model
<b>Customer-Centric Innovation Sprint</b>	Customer-centric design sprint project with unmet needs and delivered click dummy, business model or pitch deck, conducted with startups or intrapreneurs.	Streamlined qualitative and quantitative data collection phase, with design sprint, without segmentation	9-12 weeks	Click dummy, business model or pitch deck
<b>Growth Strategy Lean Project</b>	Streamlined application of the Outcome-Driven Innovation® process	Accelerated variant of the Full-Scale Project with qualitative, quantitative and segmentation methods, and analyzation of the data	3-4 month	Condensed Data Model for streamlined quantitative data
<b>Growth Strategy Full-Scale Project</b>	Complete application of the Outcome-Driven Innovation® process	Comprehensive research, including qualitative, quantitative and segmentation methods, and analyzation of the data	5-6 month	Full Growth Strategy based on a data model that will steer decisions throughout your organization for years to come