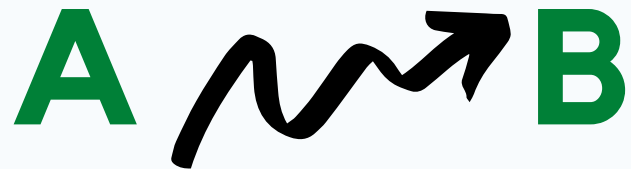


# Sample Journey

## Go to Market

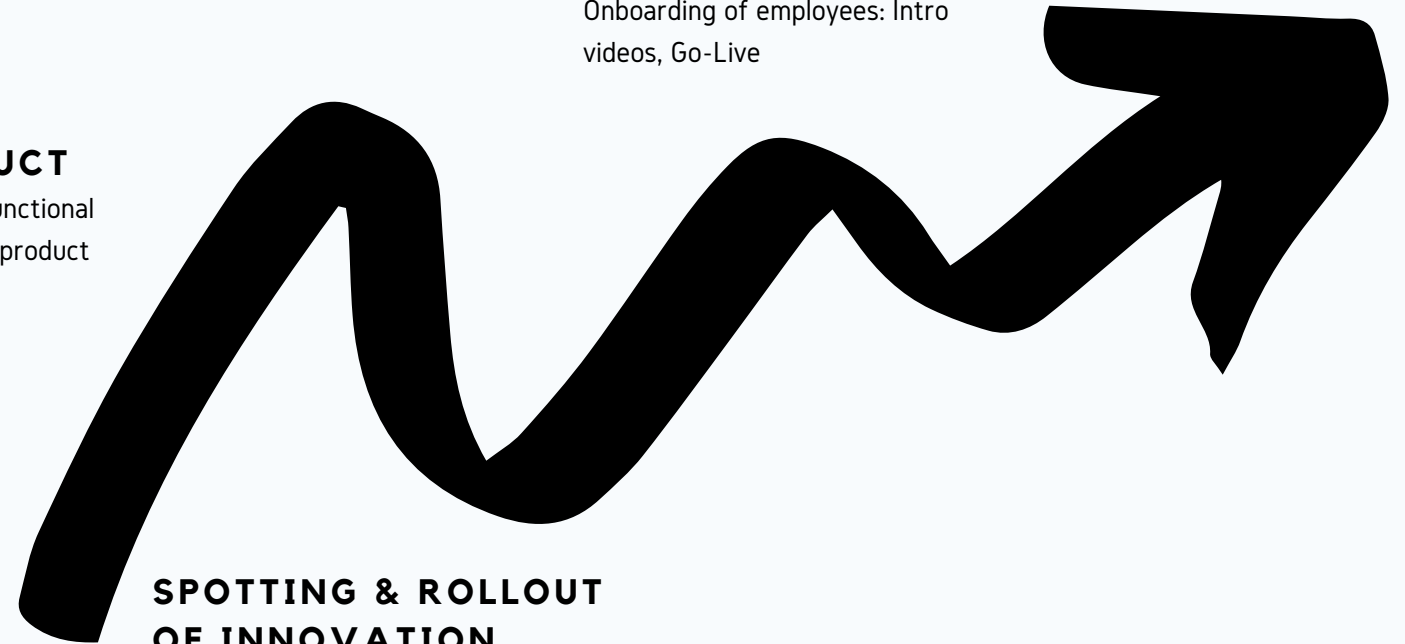


### **BRING PRODUCT**

Accompanying cross-functional leaders how to bring a product to the field

### **MARKET RESEARCH AND TESTING**

Market Research on Solutions, Concept, Feasibility Test, Creating Solution, Testing Solution. Onboarding of employees: Intro videos, Go-Live



### **SPOTTING & ROLLOUT OF INNOVATION**

Spotting of Innovation white spots, Idea Creation & Evaluation, MVP & Solution Testing (internally/externally), Marketing & Roll Out