INCUBATOR OR RESPIRATOR? WHY YOU NEED TO CHANGE THE WAY YOU INNOVATE. NOW.

Will your legacy products and services be your company’s final legacy?

In the race for digital dominance, the stakes really are that high. But at many companies R&D is still stuck in an analog rut, tweaking previous offerings instead of innovating new ones.

26% of companies still have no formal or no system at all in place to achieve innovation.¹

650 BILLION
One thousand of the world’s largest public companies spent a whopping 650 billion dollars on research and development in 2014.²

63% of companies have a Chief Innovation Officer.³

40% of the 50 most innovative companies in 2014 have been in existence for a decade or less.⁴

It’s time to adopt the incubator mentality that start-ups use to innovate and prosper—an “outside in” culture that embraces transformation in key ways:

Align your business strategy and your incubator strategy through the lens of the larger goals of the business.

Position incubator-as-a-service at the proper level within the organization with a direct report into your company’s innovation board structure.

Adapt new capabilities to manage innovation and new skills to quickly refine or kill ideas.

Develop the ecosystem with the right partners to complement and supplement holes in your capabilities.

And incubate the culture of a start-up, from corner office to factory floor.

Learn more about how to gain innovation muscle with our full report:
www.accenture.com/incubator


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