



T.I.L.
VENTURES

Inside Out Innovation: Innovating into New and Unimagined Markets

Kongsberg, Nov 2019

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We build new ventures inside global corporations

What we do

200 Ventures developed

\$10m in Venture funding secured

\$100m in revenue generated

How we do it

Labs & Incubators



Venture Development



Teaching Posts



Publications



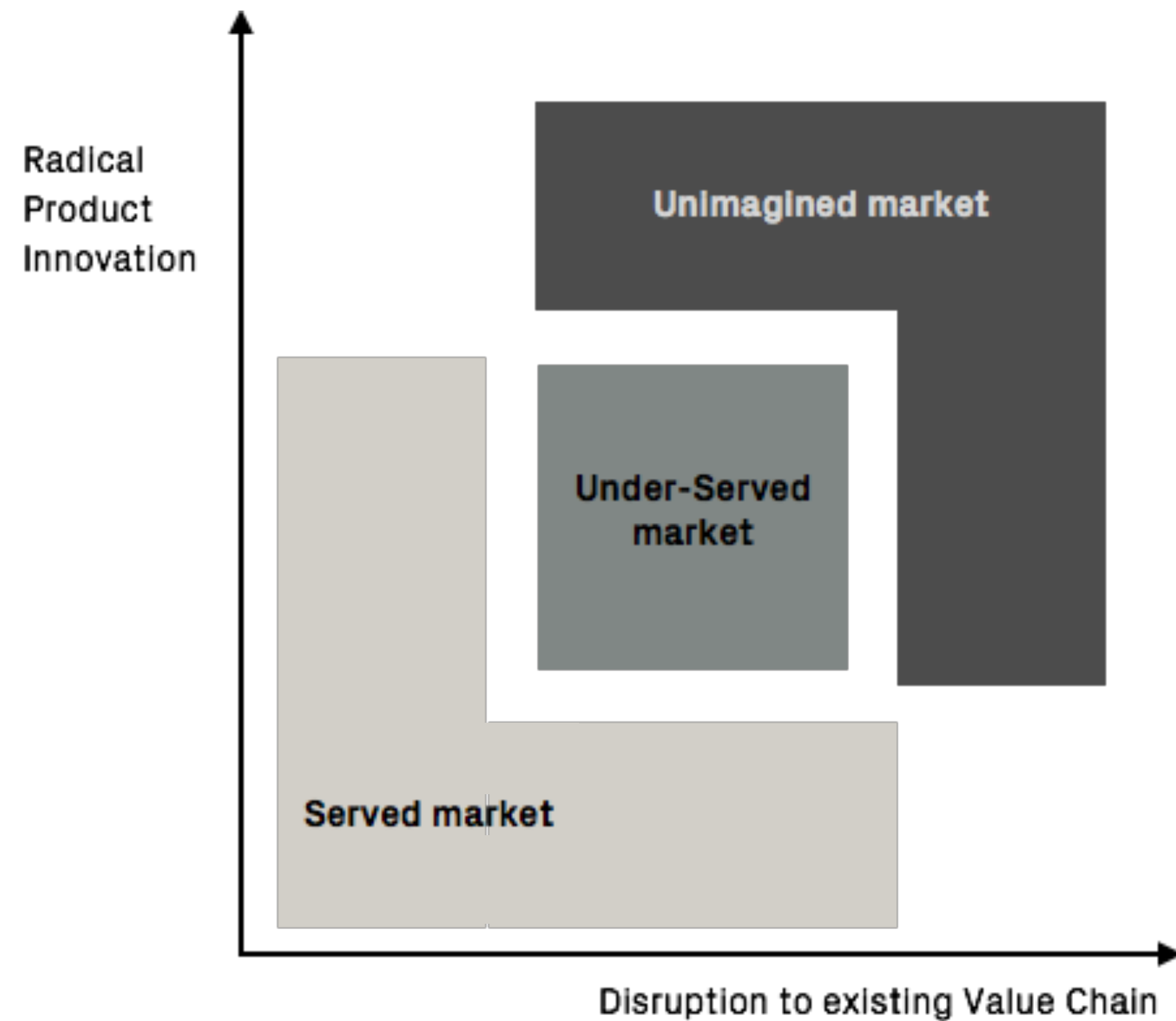
Innovating into New and Unimagined Markets

1. Processes

2. People

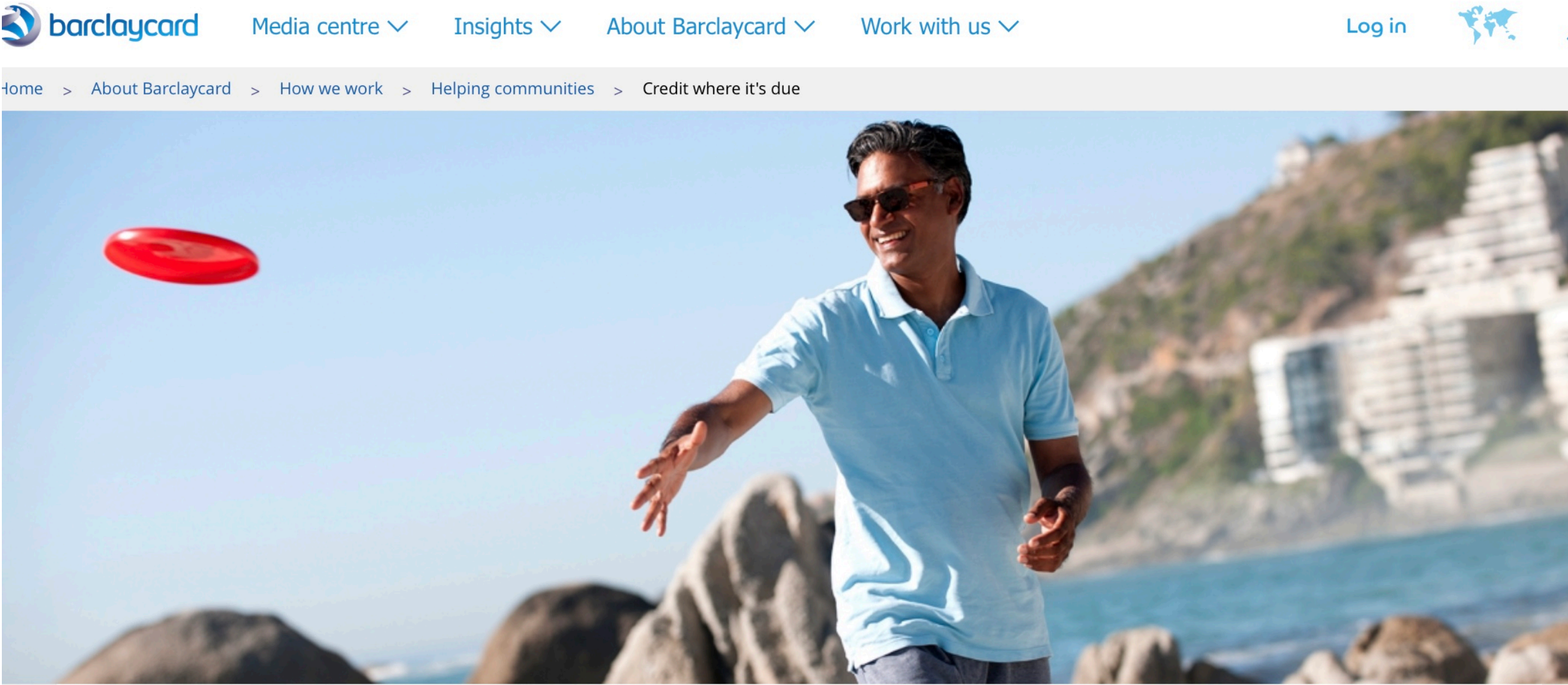
3. Structure

Innovating into New and Unimagined Markets: Processes



	UNIT REVENUE STRUCTURE	UNIT COST STRUCTURE		CORE PAIN POINT	CORE JOURNEY
PRODUCT PROFILE	Required Price/Margin	Allowable Product Cost	MARKET BARRIER	Required Efficacy	Whole Product Format
BUSINESS MODEL ANCHORS	At-scale Customer Base	Whole Cost Structure		Lever Routine	Customer Interfaces
STRATEGIC FUNDAMENTALS	Target Return	Investment Period		Lever Outcome	Customer Touch

Innovating into New and Unimagined Markets: People



The screenshot shows the top navigation bar of the Barclaycard website with links for 'Media centre', 'Insights', 'About Barclaycard', and 'Work with us', along with a 'Log in' button and a search icon. Below the navigation is a breadcrumb trail: 'Home > About Barclaycard > How we work > Helping communities > Credit where it's due'. The main content area features a large photograph of a man in a light blue polo shirt and sunglasses, smiling and reaching out towards a red frisbee in the air. The background shows a rocky beach, the ocean, and a hillside with buildings.

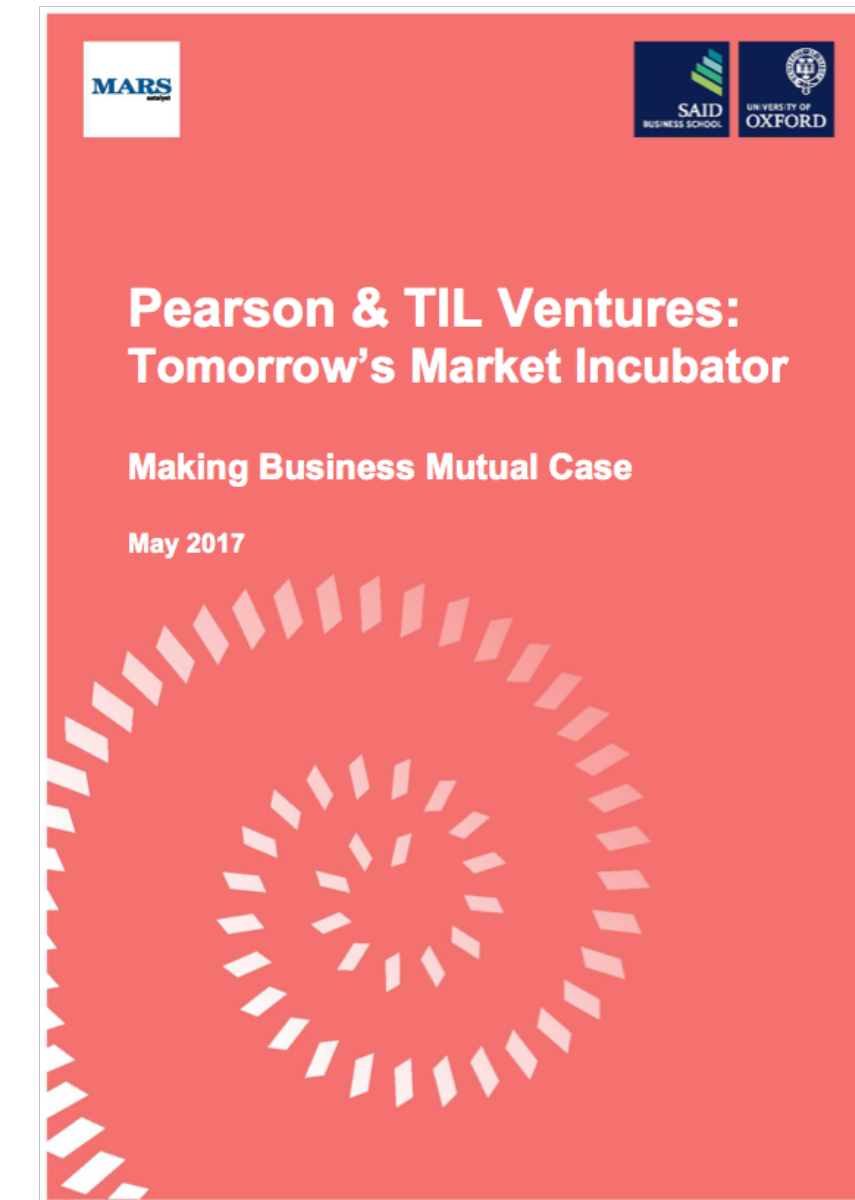
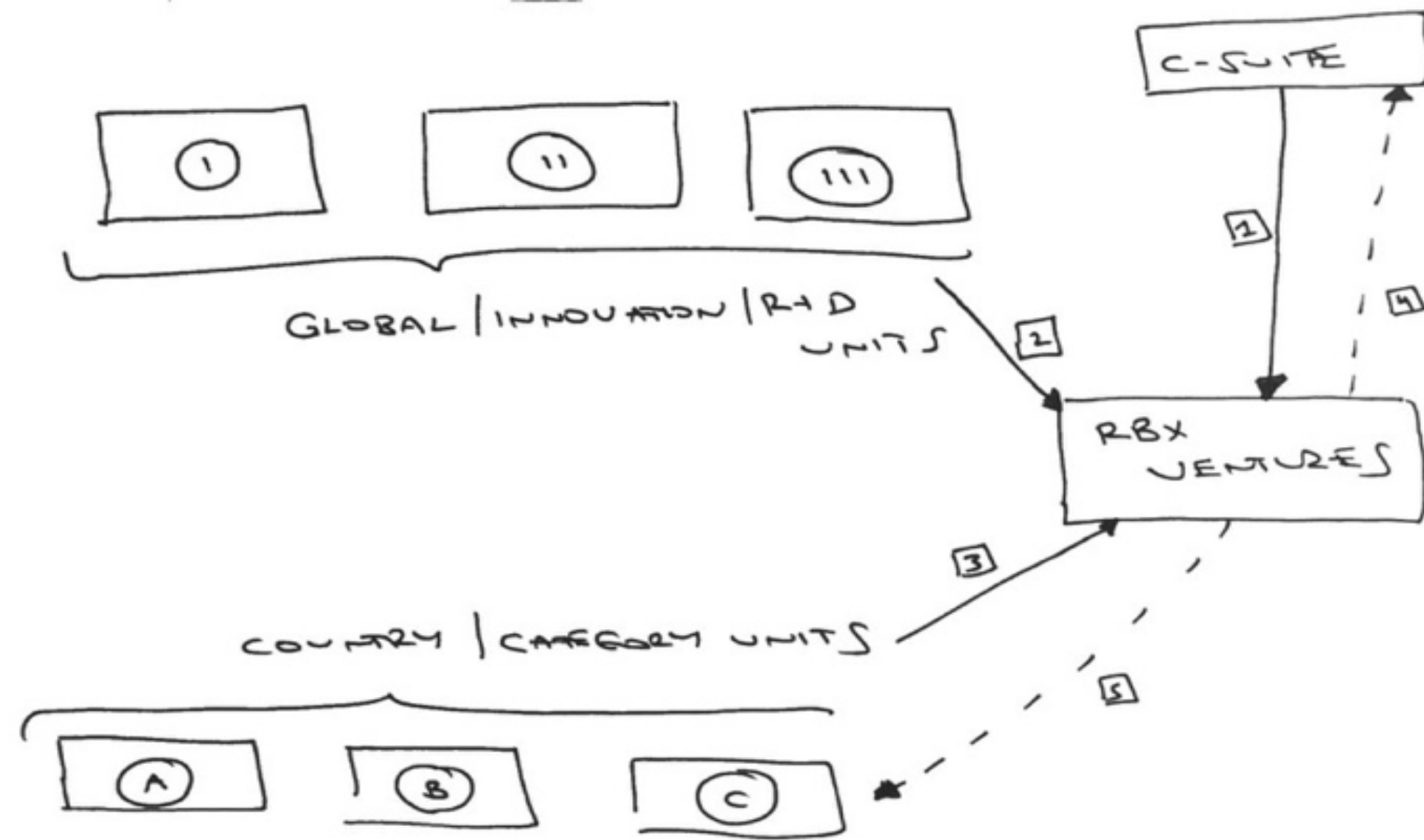
Credit where it's due

Path to Prime gives Americans with poor credit histories a clear and fair way back to the best rates in the market. It's the kind of socially responsible yet profitable product that's right up our street.

1. Think Deeply

2. Make It Happen

Innovating into New and Unimagined Markets: Structures



1. Mandate

2. Skillset

3. Money

Innovating into New and Unimagined Markets

1. **Processes:** New markets = New ventures = New architectures
2. **People:** Deep Thinkers + Make It Happen
3. **Structure:** Mandate + Skillset + Money



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