What is in an Innovation Sandbox?

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The Innovation Sandbox

“An innovation ‘sandbox’ involves fairly complex, free-form exploration and even playful experimentation ... within extremely fixed specified constraints.”

CK Prahalad

Premises:

• Rethink the entire business model — technology choices, distribution, pricing, scale, workflow, and organisation.

• Researching markets vs immersion in the lives of target consumers.

• Accept constraints.

• Don’t innovate in isolation

• Commit to a strategic intent.

The Innovation Process

Innovation Challenges and Hackathons

Definition:
“An intensive, software-centric ideation, prototyping and presentation challenge on known or unknown problems or opportunities”

The focus may be known problems or opportunities (stated upfront) or be open to any ideas with no particular constraints.

In a time-boxed scenario, participants are asked to:
• Come up with great ideas
• Formulate a prototype and prioritise wisely
• Self-organize and execute — do quick research, prepare resources, write code, reuse existing components and systems and finally prepare a presentation

Source: George Krasidakis, “How to Run a Successful Corporate Hackathon” (https://medium.freecodecamp.org/hacking-the-hackathon-40c109c1a6ea)
Components of the Innovation Sandbox

- Wireframing
- User Feedback
- External Services
- Internal Systems
- Data Sources
- Ideation & Interaction
- Multi-disciplinary Team
- Development Tools
- Documentation, Collaboration & Presentation
Innovation Tools

**Ideation**
- EVERNOTE

**Documentation, Presentation & Collaboration**
- slack
- Dropbox
- asana
- Confluence
- Jira
- Google Analytics
- Typeform
- SurveyMonkey
- lookback
- UserTesting
- VALIDATELY

**Design & Wireframing**
- proto.io
- axureRP
- Marvel
- POP
- inVISION
- Instapage
Advanced Prototyping Tools

**Development**
- **Postman**
- **Zapier**
- **Vagrant**
- **Ngrok**
- **Bitbucket**
- **Git**
- **GitLab**

**Front-end Development**
- **jQuery**
- **Apache Cordova**
- **AngularJS**
- **Xamarin**
- **AWS**
- **Azure**
- **GitHub**

**Infrastructure**
- **Amazon Web Services**
- **Microsoft Azure**
- **Google Cloud Platform**

**External Services**
- **Google Maps**
- **Facebook**
- **LinkedIn**
- **Amadeus**
- **Also Private or Internal APIs**

**Data Sources**
- Suitably anonymised, synthesised or aggregated data representing customers, transactions, company structure, locations
Maximising the Value of the Asset

To maximise the value of the Innovation Sandbox, firms should provide:

• Self-service tools for participants to register, create projects, explore projects, form teams, explore technologies etc.
• Introductions to the firm’s business, and the problems it seeks to solve for its customers
• Tutorials on the technical tools available in the sandbox
• Guides on Design Thinking, Agile, Lean and Growth Hacking frameworks, and tips on how to pitch a proposal to the firm
• A small team to support the process, and access to a wider network of business and technology subject matter experts who can provide guidance and mentorship
About the Author

I lead strategy, innovation and projects enabling financial institutions, telecommunications carriers and enterprises to rapidly prototype and adopt digital technologies to transform their business.

I facilitate and coach multi-disciplinary teams to achieve superior results. I apply my consulting and delivery experience gained across financial services, telecommunications and technology in Singapore, Australia, USA and Europe.

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