



WHY SHOULD I EMBRACE INVESTOR IN INNOVATIONS®

This independent validation and certification by the IKE Institute offers many valuable gains for an organisation.

These include amongst others the following:



1 ASSURED SYSTEMATIC APPROACH TO INNOVATION

- Providing and Enforcing a Systematic Approach to Innovation aligned to the ISO 56000 series of International Standards
- Ensuring Consistency, Strategic Alignment, and Repeatability to deliver more reliable outcomes



2 ENHANCED VALUE REALISATION VALUE GAINS & ROI

Financial

- Driving Revenue Growth
- Enabling Cost Savings
- Strengthening Profitability Performance (e.g. EBIT)
- Improving Market Capitalisation
- Prioritised Investments

Non-Financial

- Strengthening Customer Acquisition and Retention
- Improving Customer Satisfaction
- Driving Efficient Resource Allocation
- Enhancing Quality and Process Effectiveness
- Developing a more Sustainable Growth Pipeline
- Reinforcing Brand Differentiation and Enhancing Reputation



3 IMPROVED RISK MANAGEMENT BETTER RISK PROFILE

- Pursuing Hypothesis Formulation
- Undertaking Rapid Experimentation
- Ensuring Risk Mitigation



4 INCREASED COMPETITIVE ADVANTAGE MARKET LEADERSHIP

- Improving Market Positioning through Continuous Market Analytics
- Refreshing and Strengthening Innovation Capability
- Diversifying Innovation Portfolios
- Encouraging the application of Artificial Intelligence
- Creating the conditions for Blue Ocean Opportunities (Value Innovation)



Improving Market Positioning through Continuous Market Analytics



5 ENHANCED COLLABORATION AND ENGAGEMENT ECOSYSTEM DEVELOPMENT

- Building and Reevaluating the organisation's collaborative Engagements
- Strengthening and Encouraging Employees Participations and Engagements



6 CONTINUOUS IMPROVEMENT ORGANISATIONAL RESILIENCY

- Promoting a Culture of Continuous Improvement
- Creating an Adaptive Capacity and Capability to Embrace Change
- Driving Optimisation in Innovation Development