

01

Digitalization stands for Change

Step 2

Step 3



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Processes



Business Models



Looking at the ranking of the biggest listed companies worldwide you can see the trend towards technology as a value driver

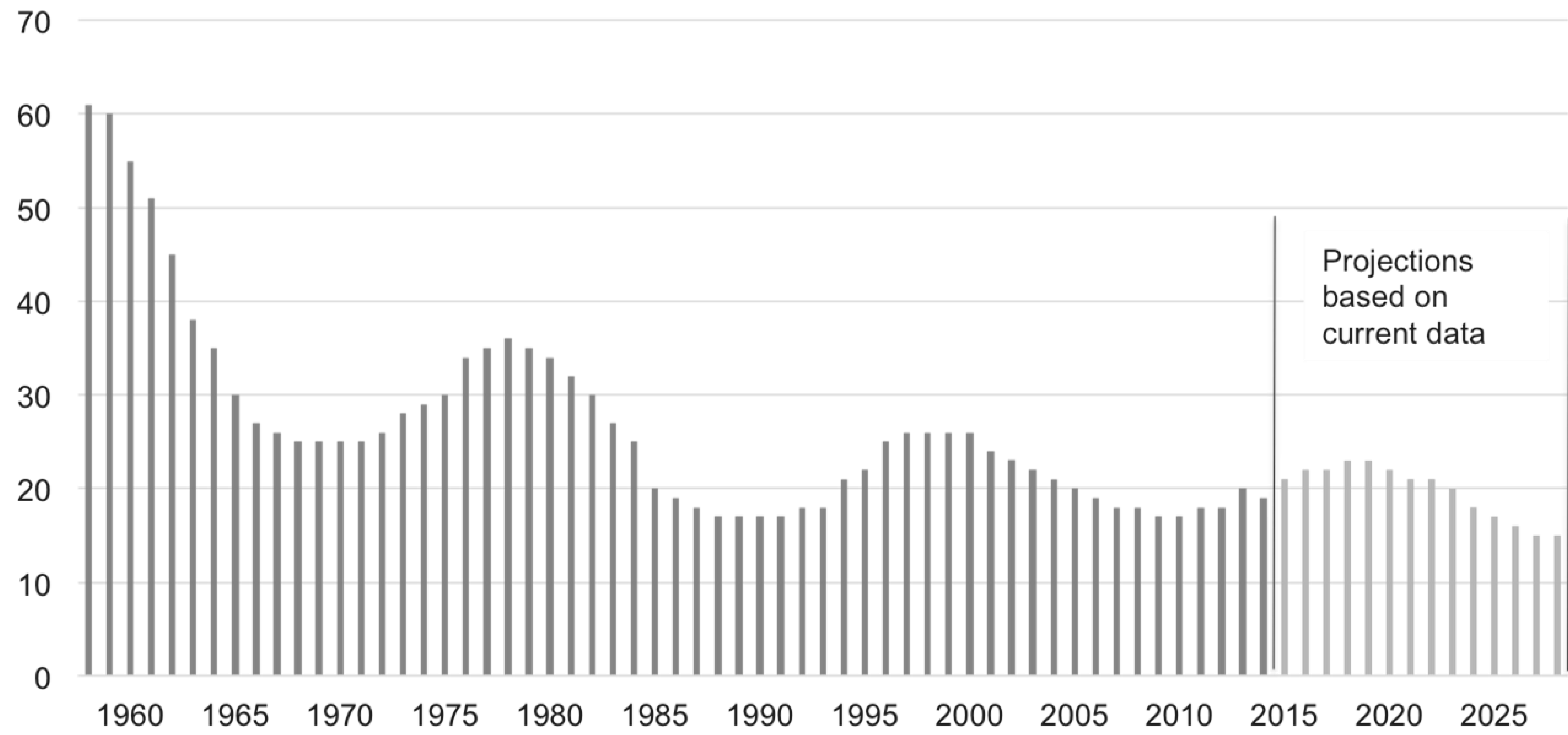
| | | |
|-----------------------|--|-----|
| 1995 | | |
| Nippon Telegraph | | 136 |
| General Elec. | | 107 |
| ExxonMobil | | 104 |
| Coca-Cola | | 90 |
| Toyota Motor | | 87 |
| Altria Group | | 71 |
| Roche | | 70 |
| Merck & Co | | 69 |
| Industrial Bank Japan | | 69 |
| Royal Dutch Petrol. | | 68 |

| | | |
|-------------------|--|-----|
| 2005 | | |
| ExxonMobil | | 401 |
| General Elec. | | 357 |
| Microsoft | | 274 |
| BP | | 250 |
| Time Warner | | 241 |
| Citigroup | | 235 |
| Royal Dutch Shell | | 230 |
| Johnson & J. | | 188 |
| Pfizer | | 184 |
| Wal-Mart | | 182 |

| | | |
|---------------|--|-----|
| 2015 | | |
| Apple | | 676 |
| Google | | 504 |
| Microsoft | | 425 |
| ExxonMobil | | 356 |
| Berkshire | | 341 |
| General Elec. | | 297 |
| Amazon | | 295 |
| Facebook | | 291 |
| Johnson & J. | | 283 |
| Wells Fargo | | 282 |

Market capitalization (bn US \$)

Average company lifespan on S&P 500 has never been shorter



“If the rate of change on the outside exceeds the rate of change on the inside, the end is near.”

— *Jack Welch* —



„Perfect is the enemy of good“

Established structures foster traditional patterns of thinking. These burden creative processes and thereby hinder innovation.

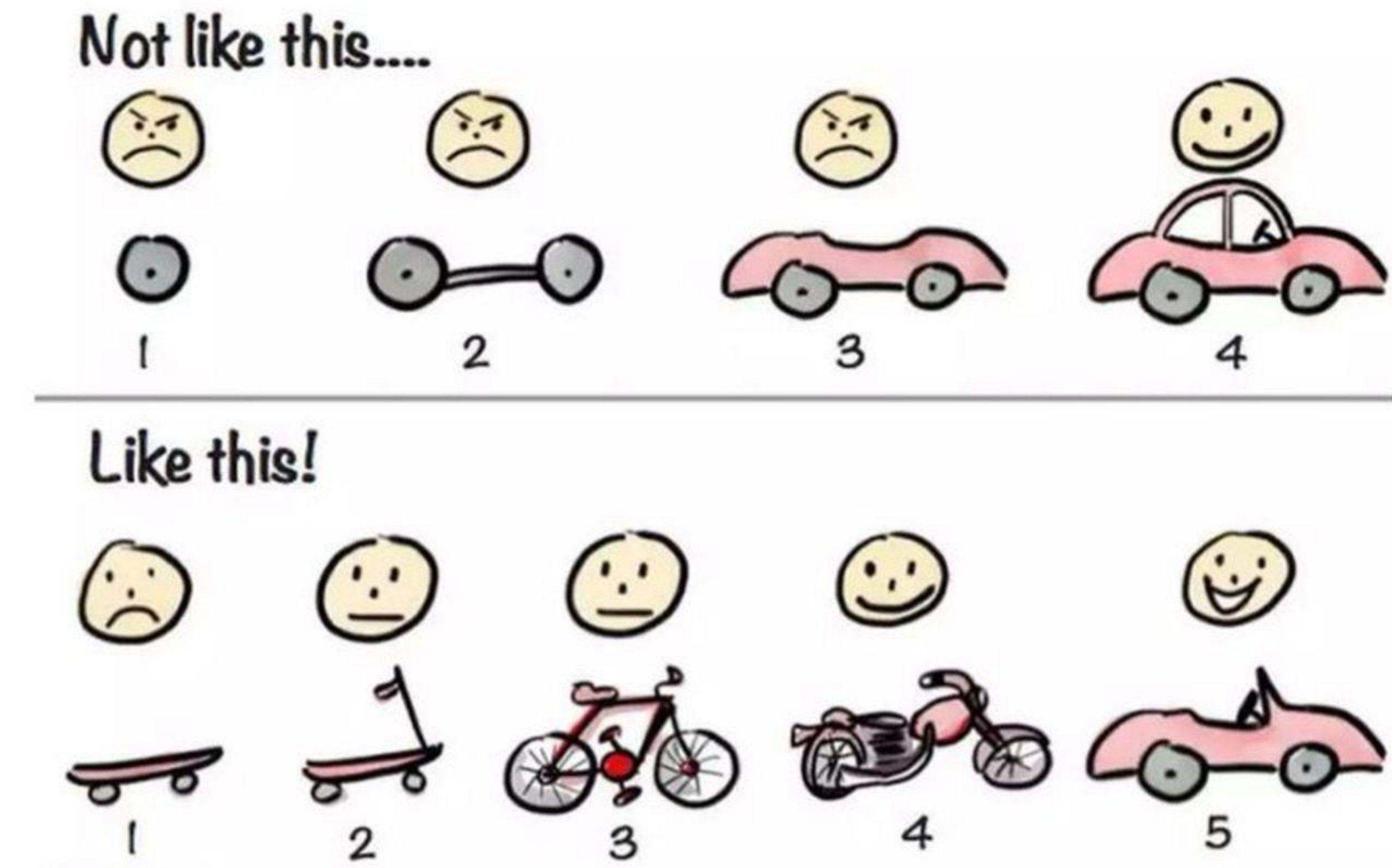
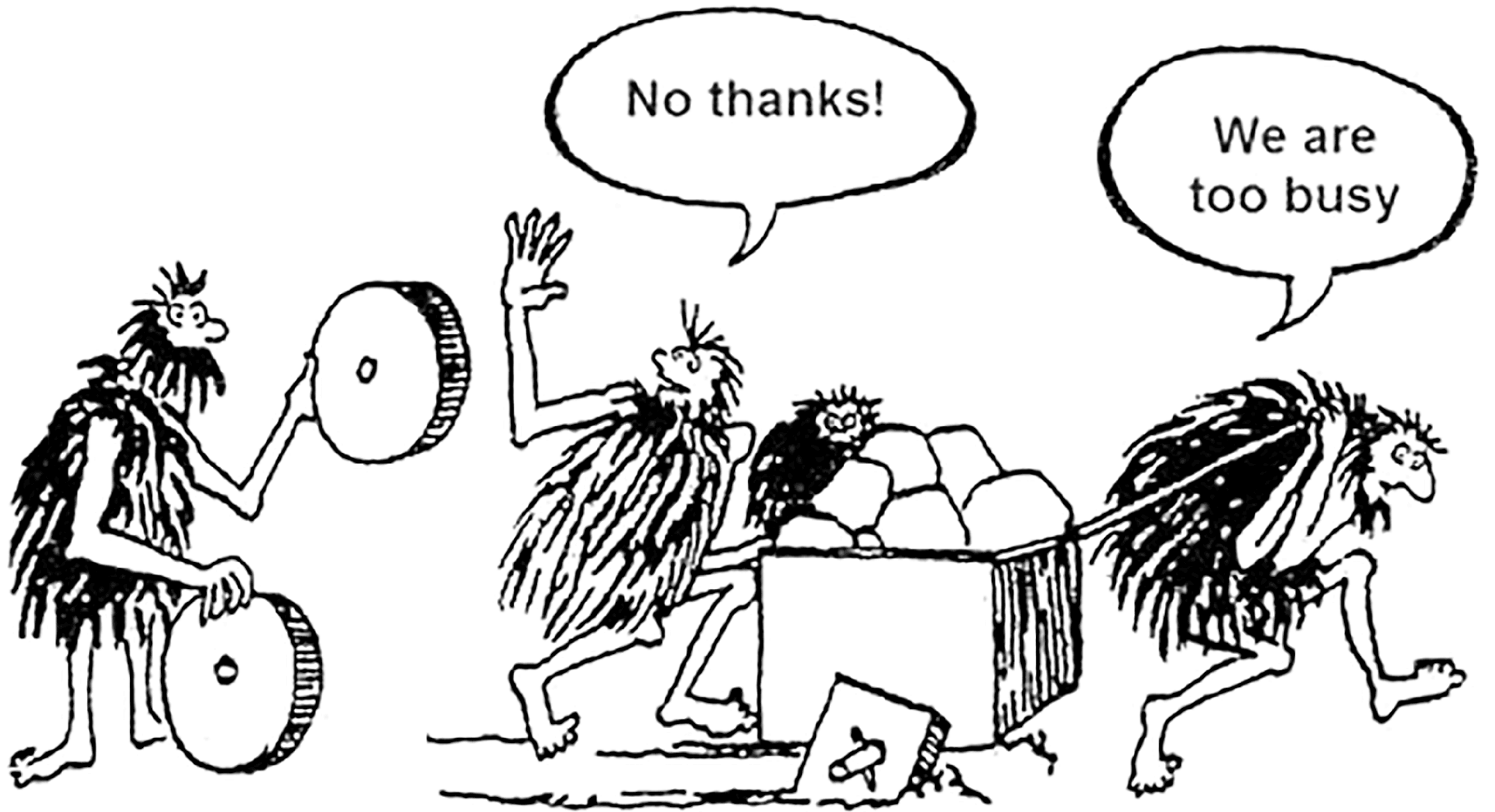
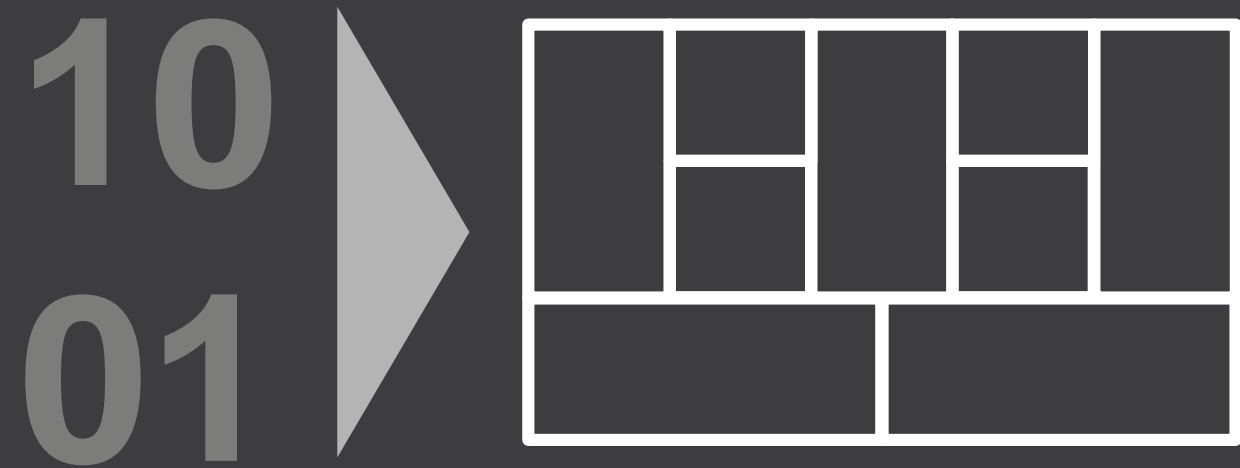


Illustration credits: Henrik Kniberg

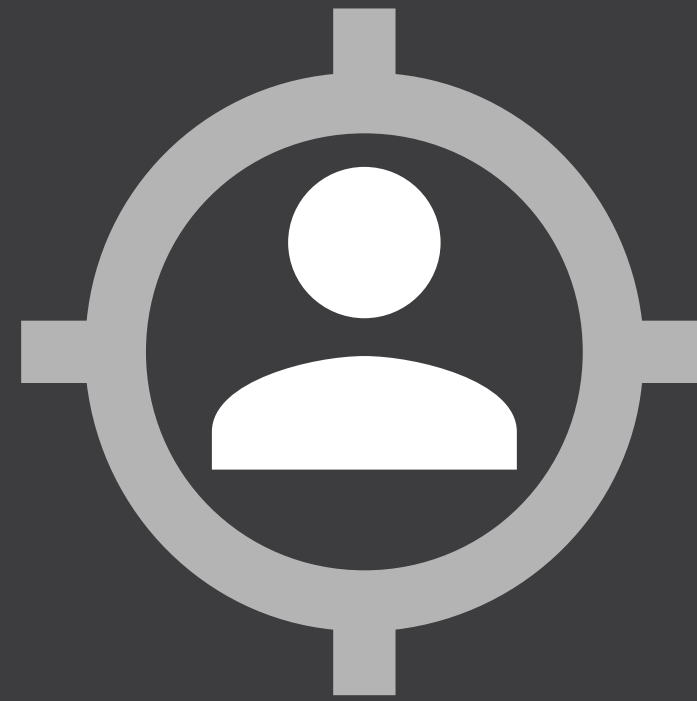
To make "Out-of-The-Box" not an empty phrase but a living reality, the incubator offers a safe space where business model ideas are both systematically developed and tested according to the "Fail Fast - Fail Cheap" principle or can be further developed.



What distinguishes "digital" from traditional companies?



Technology-enabled
business models



Customer centrality



Linking
structure & culture



02

One Hour Agency

Step 2

Step 3

One Hour Agency



Discover

*Explore & Discover,
with an open mind.*

Recap the inspiration
and input you just
received.



Define

*Finding problems
worth solving*

Read through the
problem statement
and discuss it within
your group and
reframe it for you.



Ideate

*Incremental, Radical -
a range of options*

Come up with as
many ideas as
possible and decide
for one that you want
to move forward with.



Prototype

*Make it tangible and
build your prototype.*

Create a visual
presentation.



Test

*Iterate, Test & Refine.
Make it better.*

Pitch your solution to
the group.

A photograph of a SpaceX Falcon Heavy rocket launching from the Kennedy Space Center. The rocket is ascending vertically, leaving a large, billowing white plume of smoke and fire at its base. Several tall, lattice-structured service towers are visible in the background, their long arms extended towards the launch pad. The sky is a deep blue with scattered white clouds. A semi-transparent red banner is overlaid across the middle of the image, containing the text 'One Hour Agency' in white serif font.

One Hour Agency



Target Group Identification

Hors Riding
Motorcycling

Skiing
Snowboarding

Diving
Sailing

A group of people are seated in a meeting room, with several individuals raising their hands. The room features a large whiteboard in the background with various diagrams and notes, and a round clock on the wall. The scene is dimly lit, with the primary light source coming from the front, creating a professional and collaborative atmosphere.

5 minutes

Break into groups of 4 people and chose one target group

A person in a laundry room is reaching into a washing machine. The room has several washing machines in a row and a shopping cart in the foreground. The text "10 Minutes" is overlaid on the image.

10 Minutes

Conduct an interview with your target group representative
and identify one highly relevant problem – formulate
together one problem statement

10:00

2 minutes

Individual Brainstorm:
Come up with as many ideas as possible to solve the problem!
(Mobile focus)

5:00

5 minutes

Report Out:

Present your ideas to your target group representative and your group. Try to cluster your ideas where possible.

5:00



10 minutes

Group Discussion:
Chose your favorite idea within the group and make it better.
Refine: What? – How? – Wow?

10:00



15 minutes

Create your presentation!

15:00



10 minutes

Report Out

Pitch your idea in two minutes