

De-Risking & Accelerating Innovation with InnovationForce

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The Problem with Innovation

Today, the **world wastes nearly \$2T in failed innovation** projects annually.

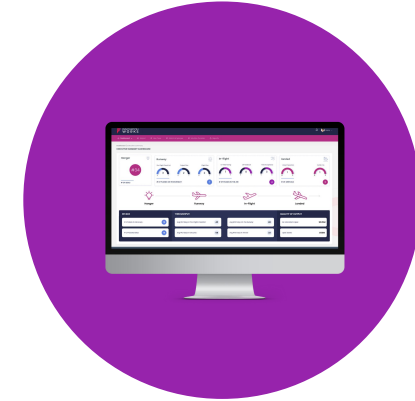


\$2T wasted

In the energy industry, this is called "Pilot Purgatory"

Today

Desired State: Idea to Value



The desired state is to move more **ideas to value** (e.g., **ROIC, ROE, CAPEX, OPEX**) quickly to meet strategic objectives for customers and shareholders

Future

Today: \$2T Wasted

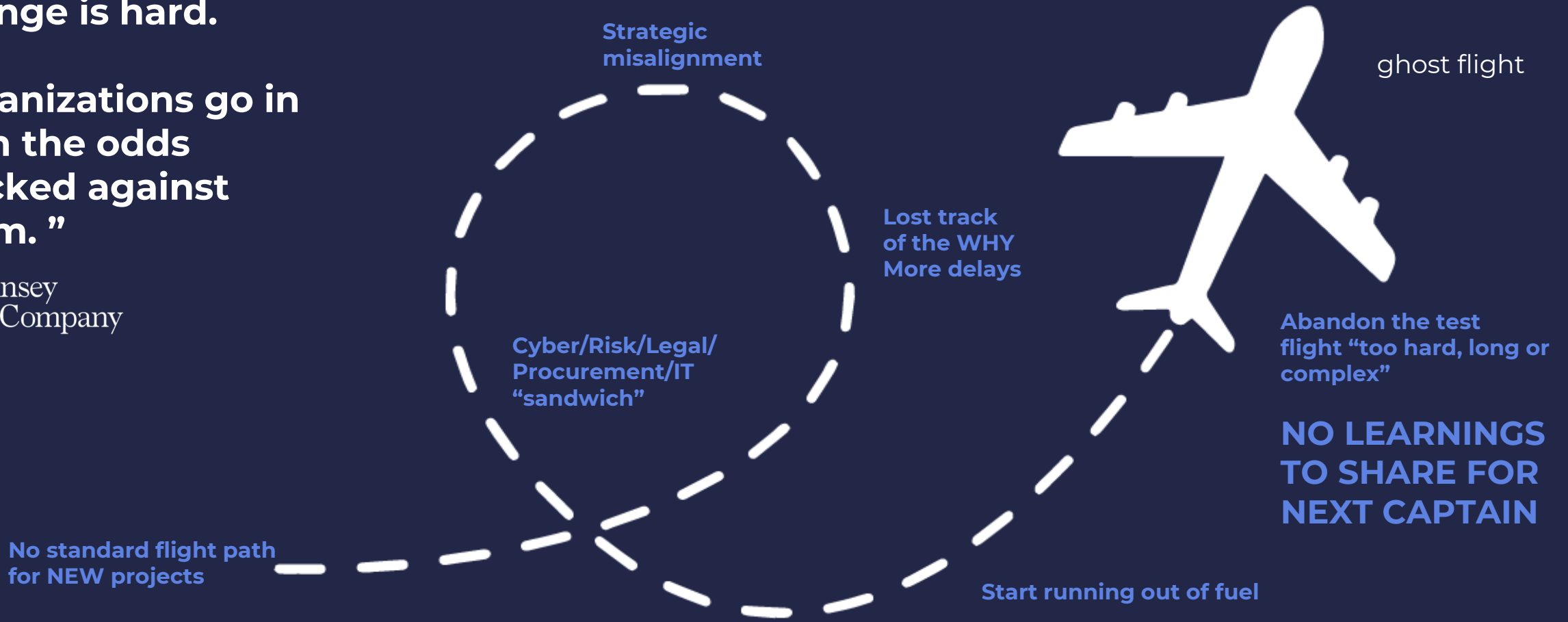
It's estimated \$500B is wasted in failed innovation and another \$1.2 in failed digital transformation annually (HBR and McKinsey).

70% Get LOST on the Innovation Journey When there is no Flight Path

“Transformational change is hard.

Organizations go in with the odds stacked against them.”

McKinsey & Company



Technologies are Accelerating Faster than the Organization's Ability to Adopt Them

\$2T

By 2030

GRID MODERNIZATION ^[1]

\$1.3T

Invested in 2022

DECARBONIZATION ^[2]

\$500B

Spent in 2022

TRANSPORTATION ELECTRIFICATION ^[3]

\$1.5B

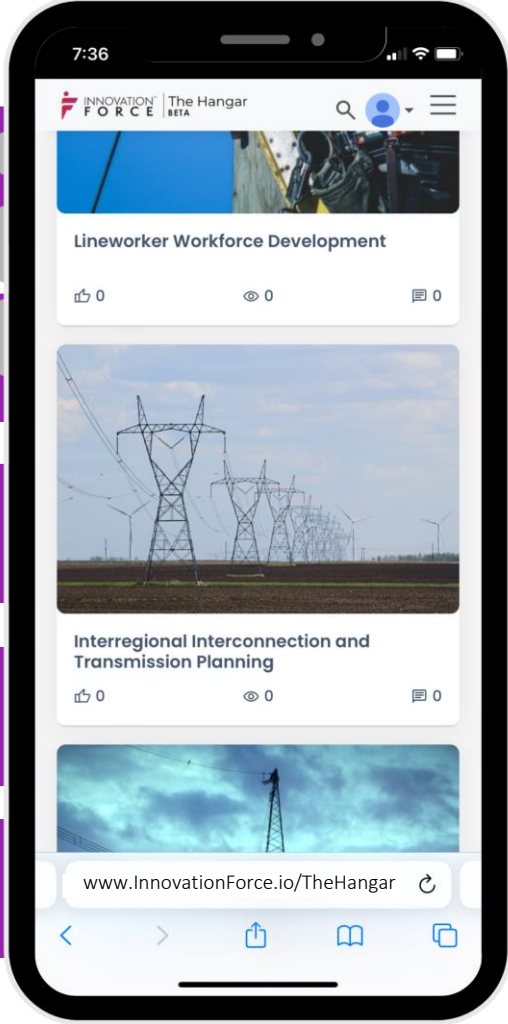
Biden Infrastructure fund

5G/MOBILITY ^[4]

\$9.3B

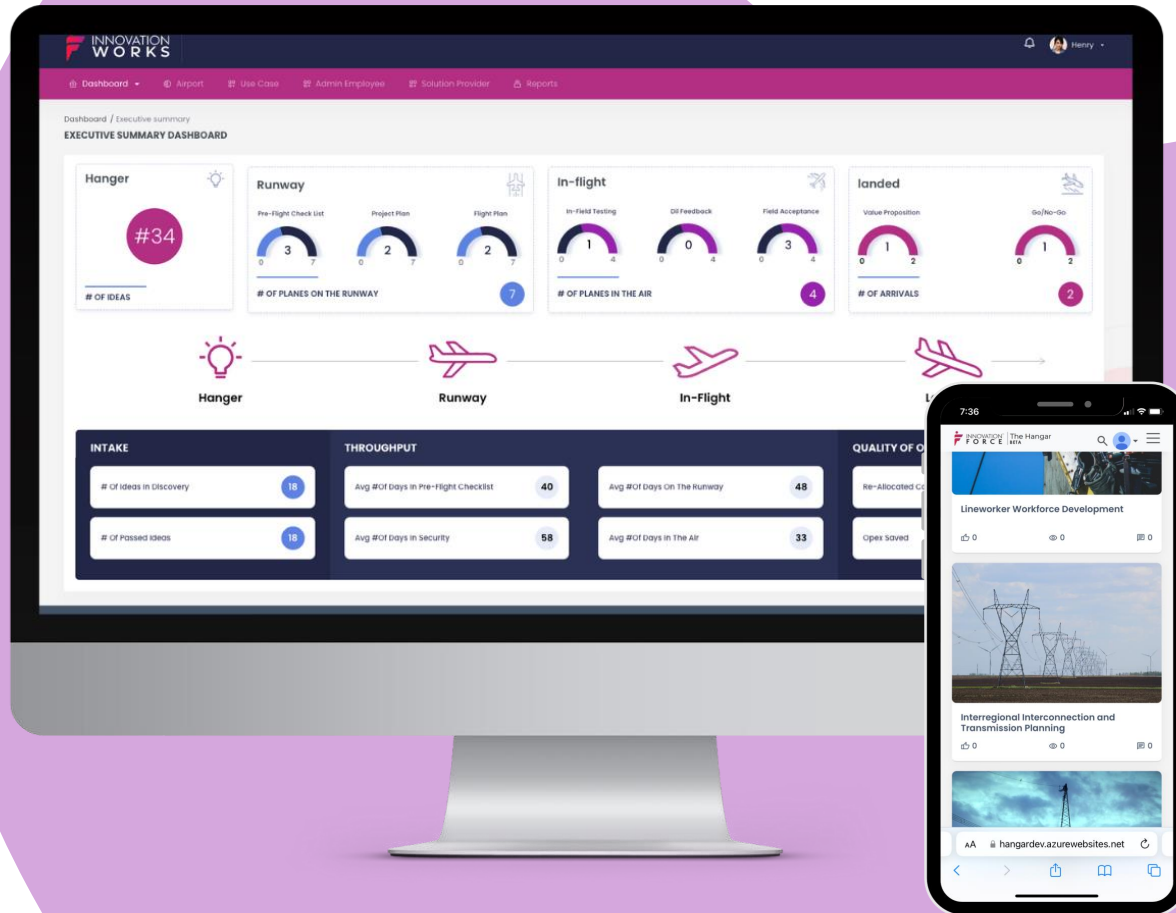
2023 TAM

WORKFORCE AUTOMATION ^[5]



- Sources:
- [1] [Brattle Group](#)
 - [2] [BNEF](#)
 - [3] [BNEF](#)
 - [4] [Press Release](#)
 - [5] [MarketsandMarkets](#)

InnovationWorks Accelerates Time to Value



PROVEN



Based on 20+ years of proven methodology taught at HBS

MEASURABLE



Effort is measured to convert unrealized potential into value (insert your metric of choice).

INTUITIVE



A workforce automation tool easy enough for any employee to use.

How InnovationForce Accelerates Innovation

The Problem with Innovation

Innovators see ideas full of potential



The business side sees the risk



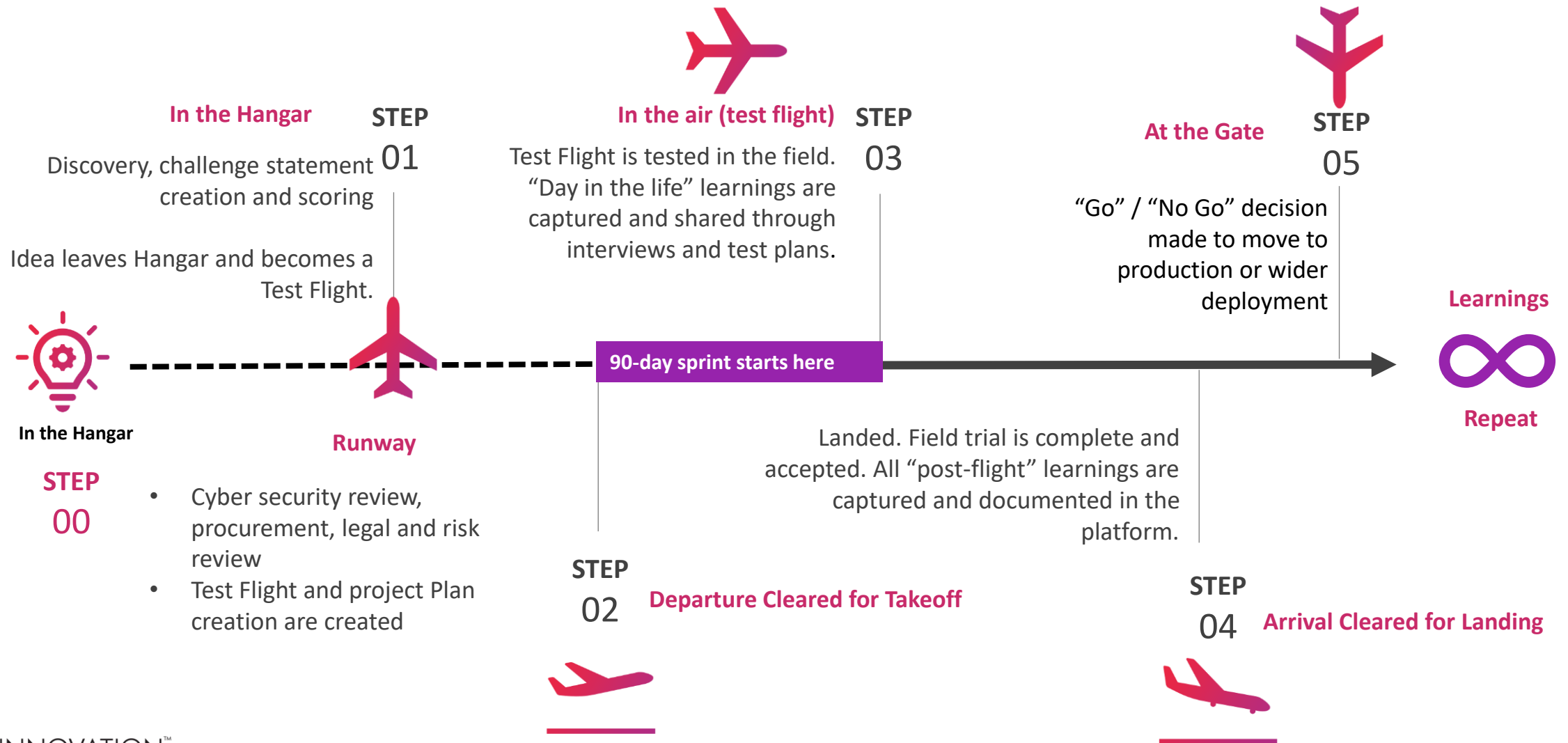
InnovationForce Brings Both Together



- One workflow for innovators and business stakeholders
- Transparent and measurable dashboards
- Based on proven, best practice
- On-demand training
- Ties the best of brainstorming, execution and building a culture of innovation together - in one platform

This alignment creates speed

InnovationForce Proven Process



The InnovationForce System



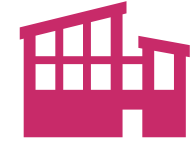
TEST FLIGHT

An idea that can be defined by a challenge statement and one test plan. Smallest unit in innovation.



HANGAR

Where ideation & challenges statement formulation begins followed by scoring from SMEs. A collection of many ideas (before they become test flights.)



AIRPORT

An organizational category to align innovation to a single strategic initiative (e.g., Decarbonization.)



RUNWAY

Multiple test flights grouped together to achieve one learning objective (e.g., VPP)



AIR TRAFFIC CONTROL

Clears test flights for take-off and tracks all flights to avoid mid-air collisions – land every flight safely.



CAPTAIN

The SMEs assigned to a test flight while still doing their “day job” Captains earn their stripes by number of flights they land!

Anyone Can Enter an Idea

Ideas entered via an intake form that can be customized to the questions you want innovators to answer as they submit new ideas



- Dashboard ▾
- ✈ Airport
- ✈ Runway
- 📄 Use Case
- 💡 Solution Provider
- ⚙ Settings

Enter your Use Case Idea

Please describe the big picture idea and potential learning objectives driving interest in the use case. What is the product or technology this opportunity is based on?

What question(s) would we want to answer in a pilot?

How do we meet this need today?



Everyone Can See All Ideas

- Show your support by “liking” an idea
- Scoring shows strategic value
- Ideas are dynamically ranked based on score for prioritization



Dashboard ▾ Airport Runway Use Case Employee Solution Provider ⚙️



23: EMPWR 30 Jan, 2024

InnovationForce
Admin info

Usecase Accepted

Score 0 15 1 Section Hanger

Airport Captain



30: Curbside Electrification Hubs 30 Jan, 2024

InnovationForce
Admin info

Usecase Accepted

Admin info

Score	🏆	👍	Section
3.24	6	3	Hanger

Airport Captain

EPRI IEL Scoring Product Manager
Amanda Freick



21: Renewable Microgrid Technology for electrification and 30 Jan, 2024

InnovationForce
Admin info

Usecase Accepted

Get Details on Any Use Case

- One click into a use case details quickly learn more
- Download as a PDF
- Share details with your teams



Dashboard ▾ Airport Runway Use Case Employee Solution Provider

Discovery

1 Curbside Electric Pitch Deck

Uploaded by InnovationForce Admin info on 31 Jan, 2024

Download: 

2 Curbside Electric IEL Pilot Scope

Uploaded by InnovationForce Admin info on 31 Jan, 2024

Download: 

3 Curbside Electric IEL Application

Uploaded by InnovationForce Admin info on 31 Jan, 2024

Download: 

Challenge Statement

What is the current state and why is it important to solve this challenge?

The current competing technologies are EV chargers only. We are the only company that is offering cities a suite of technologies at the curbside to meet the needs of their citizens. This is especially important in lower income areas where electric vehicle adoption is very slow given the cost, yet there has been an strong increase in micro-mobility. Providing a variety of solutions allows for cities to recoup the cost of their installations over a longer period and build out assets across the city irrespective of EV adoption.

Built-In Scoring

- Easy to score – no spreadsheets!
- Can score as a group or as a team
- Scoring questions completely customizable

The screenshot displays the Innovation Works software interface. At the top left is the logo. A navigation bar contains icons for Dashboard, Airport, Runway, Use Case, Employee, and Solution Provider. Below this is a progress bar with four steps: 1 Discovery, 2 Challenge Statement, 3 Solutions Framing, and 4 (highlighted). On the left is a sidebar menu with categories: Hanger (with sub-items: Discovery, Challenge Statement, Solution Framing, Ranking and Prioritization, Hanger Decision), Runway, In the Air, and Landed. The main content area is titled 'Who is Scoring this Use Case' and includes a search box and an 'Add Scorer' button. Below is a table with the following data:

#	Name	Role	Score	Scoring Complete	Operations
1	InnovationForce Test Account InnovationManager Tester	Score Prioritizer	0	No	
2	Innovator Test Account Innovator Tester	Score Prioritizer	0	No	
3	MS Airport Nanci	Score Prioritizer	0	No	
4	Ms. Airport Karina	Score Prioritizer	0	No	
5	Ms. Captain Young	Score Prioritizer	0	No	

Step-by-Step Workflow

- Innovators are walked through step-by-step of the process.
- Some sections can be assigned to be populated by your team
- On-demand training available as you go through workflow

The screenshot displays the Innovation Works web application interface. At the top left is the 'INNOVATION WORKS' logo. Below it is a navigation bar with menu items: Dashboard, Airport, Runway, Use Case, Employee, Solution Provider, and Settings. A secondary navigation bar shows a four-step workflow: 1. Discovery, 2. Challenge Statement, 3. Solutions Framing (highlighted in blue), and 4. Scoring / Prioritization. On the left side, there is a 'Hanger' sidebar menu with sub-items: Discovery, Challenge Statement, Solution Framing (highlighted), Ranking and Prioritization, and Hanger Decision. Below this are sections for 'Runway', 'In the Air', and 'Landed'. The main content area is titled 'Solution Overview' and contains a text box with the following text: 'InnovationForce is the first Software-as-a-Service platform for utilities. They have the world's largest validated set of innovation data gathered over 20 years of reasearch at over 150 organizations. The methodology that the platform is based (Collective Genius: The Art and Practice of Leading Innovation) is taught at Harvard Business School and is proven to remove friction and accelerate repeatable innovation results. InnovationForce is working with EPRI, PGE and Fortis Inc.' Below the text box is a 'Product Details' section with 'Start Date' and 'End Date' fields, both containing '01/23/2024'. There are 'Add Product' and 'Submit' buttons on the right side of the interface.



Innovation Manager

Airport Incubation

Captain Ms. Capt Young

Score 0

Review or Up

 Submit Your Review ✕

Pre-scoring Review Accepted

23 Jan, 2024, 07:37 PM

Pre-scoring Review Accepted

by InnovationForce Test Account InnovationManager Tester

Review Approved

23 Jan, 2024, 03:41 AM

Usecase review and approved.

by MS Airport Nanci

Proceed

23 Jan, 2024, 03:38 AM



Proceed

by Mr Will Smith

- Easy to see the idea status while it is in the workflow
- Know if it's been approved
- Who approved

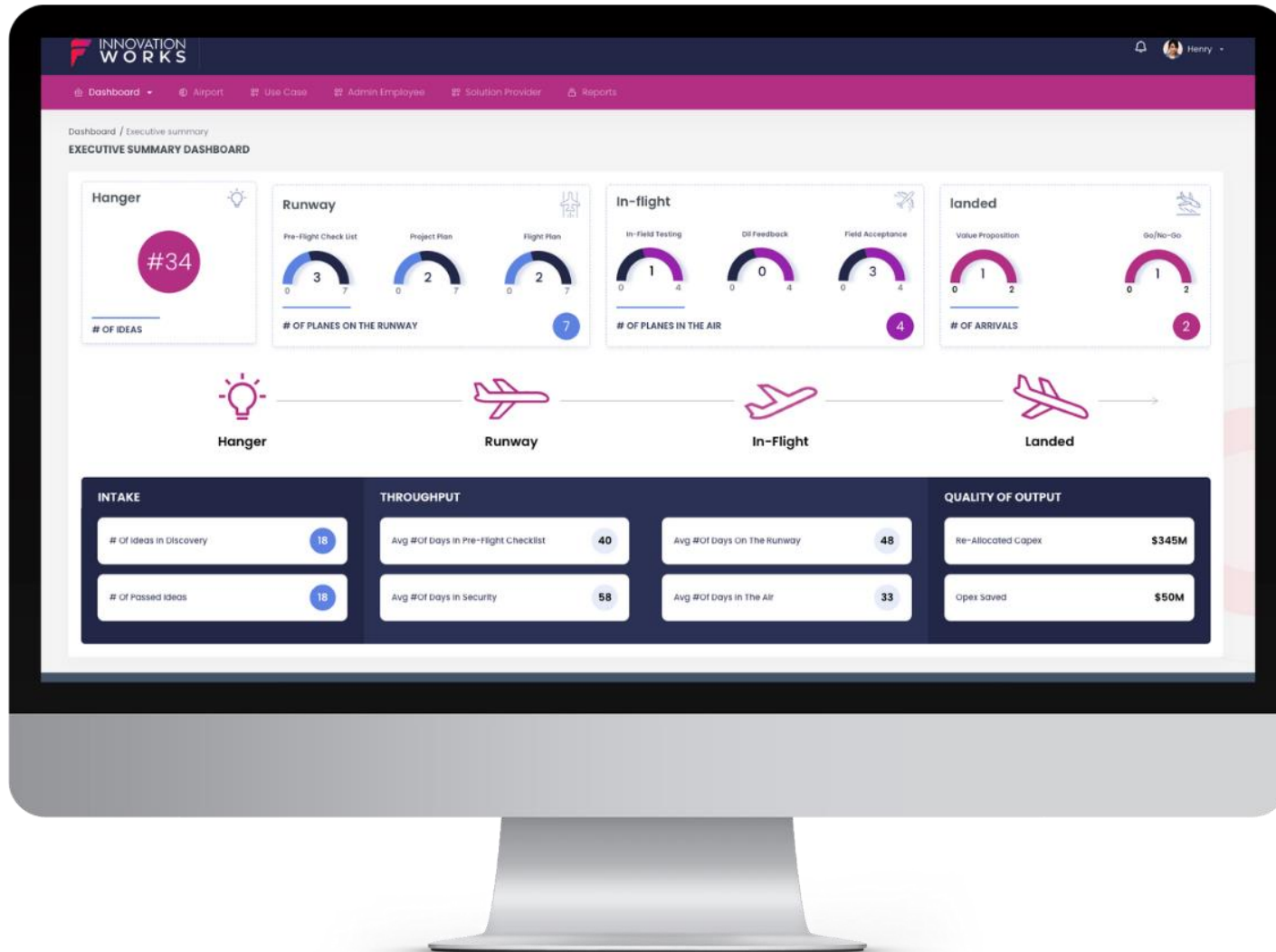
Built-in Test Plan

Test Cases And Acceptance Criteria

#	Test Case	File	Assign To	Created By
1	Summary 3 Description 3	 COMPANY NAME	Ms Airport Karina	Mr Jhon Smith
			Ms Champion Juli	Mr Jhon Smith Fail

- Test plan questions are built directly into the platform
- Standardizes plans
- Allows collaboration on specific requirements

Dashboards Measure Performance and Execution



- Number of ideas in each stage
- How many days to ROE?
- What is late?
- Where are the bottlenecks
- How much value is being created by the portfolio
- What ideas are at risk?
- What value is at risk due to delays?

- Measure value
- Measure time

Look for the Best Ideas In Your Industry



Gaps in Ignition Notification

0 8 0



Fault Energy Reduction

0 10 0



Simplifying EV

- Distributech 2024
 - EPRI Incubateenergy Labs Startups
 - Exhibiting at Distributech
 - Attending Distributech
 - Microsoft Partners
- Water
- People and Processes
- Natural Gas
- Technology & Innovation
- Energy Efficiency & Demand Response
- Safety, Regulation, and Compliance
- Distribution
- Transmission
- Generation

Pin Added Date

mm/dd/yyyy



to

mm/dd/yyyy



- Collaborative open platform to share ideas and learn from peers at other utilities
- Filtering tied to key events like DTECH

Coming Soon: Matchmaking!

Results Working with Utilities to Date

Innovate Faster



Before

Value of Innovation Unknown

Years

Years

Siloed

Less Than 10% Completed

VS

Value

Decision Time

Cycle Time

Employee Engagement

Success Rate

After

(in just 12 months)

Unlocked over \$1B of Potential

85% Faster Decision

65% Faster Cycle Time

Inclusive (75% OPEX Savings)

100% Successfully Completed



Larry Bekkedahl

Senior VP, Advanced Energy Delivery
Portland General Electric

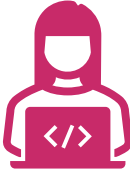


“With InnovationForce, we scaled our portfolio to over 140 use case projects, **reduced early-stage decision time by 85% and landed more test cases faster.** This progress received positive attention from the PGE board who wanted to see us accelerate innovation to hit 2030 decarbonization targets.”

**Larry Bekkedahl, SVP, Advanced Energy Delivery
Portland General Electric**

PGE Case Study

Innovation relies on people accepting a new idea into an organization and doing something different to create unique value.

Here are some changes we commonly see as a result of putting our InnovationWorks workflow to work!

	Before	After
 Cyber & IT	Need full security architecture review.	Quick security assessment with only “knock-out” questions to stop an idea.
 Legal & Risk	Contracting as if it were a full-scale production project.	Simple contracts for test flights projects that can be completed quickly.
 Procurement	Needed RFP	Allowed quick test flights to proceed to capture the learning before RFP. Sometimes costs are waived.



JESSICA KAZNOWSKI
Assistant Business Analyst
R&D and Innovation
Central Hudson

“There are many innovation management solutions that focus on brainstorming or project management. InnovationForce is different. *It focuses on performance, culture, and execution.* With InnovationForce, **we turned 13 years of data** into insights that will help us reduce OPEX, decarbonize, and push strategic capital projects into deployment faster.”

Current customers and subscribers to the InnovationWorks platform

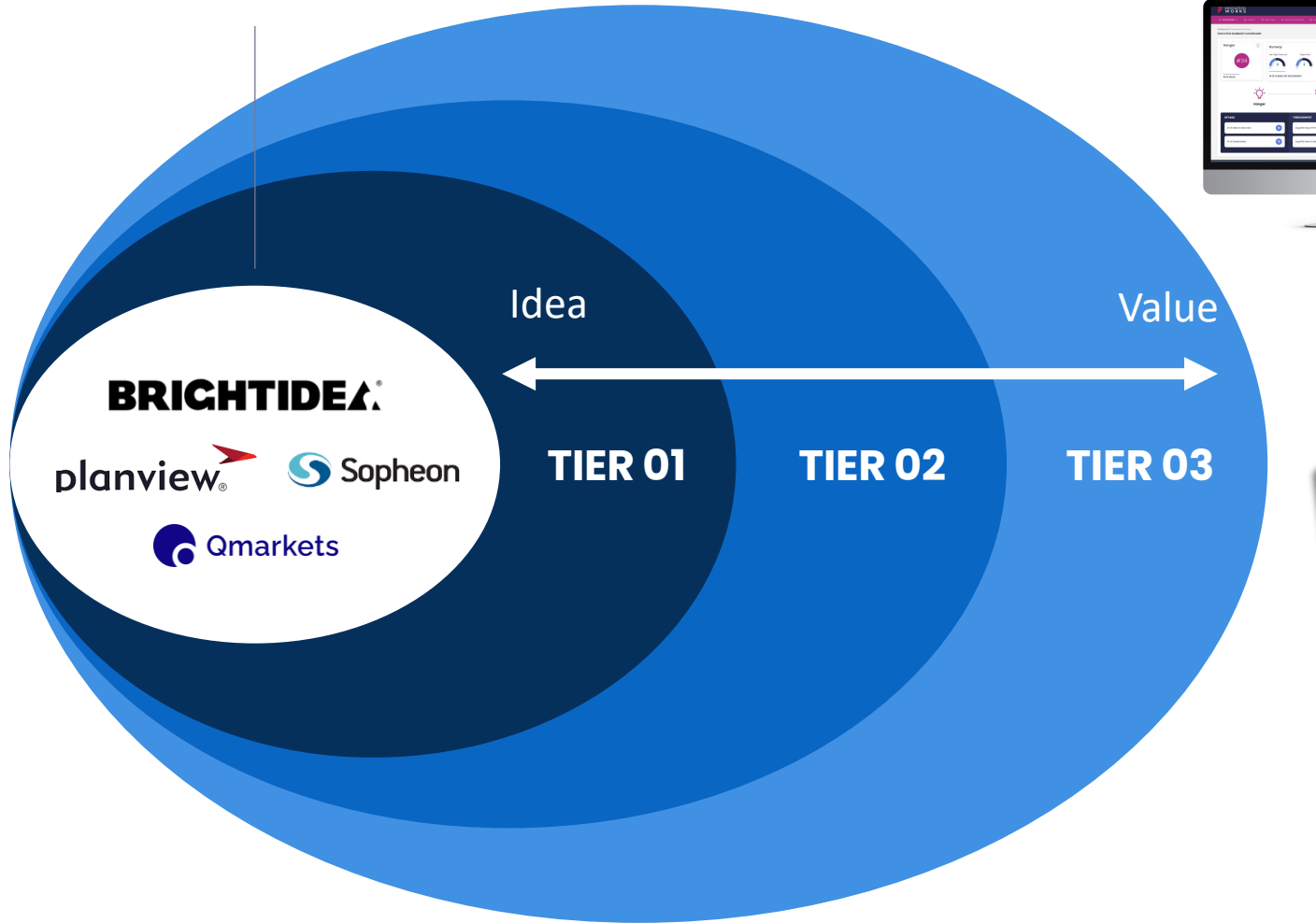


Why InnovationForce Competitive Advantage

Blue Ocean Strategy

CURRENT MARKET:

STOP AT IDEA MANAGEMENT
AND IGNORE CULTURE, WORKFLOW & ECOSYSTEM MGMT

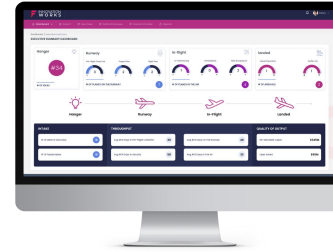


BLUE OCEAN STRATEGY: FOCUS ON VALUE CREATION

WHAT'S NEEDED TO MOVE IDEAS TO VALUE:

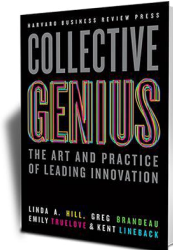
TIER 01: Leverage Ecosystems

Ideas sourced internally and externally requires ecosystem management, match-making and secure knowledge sharing.



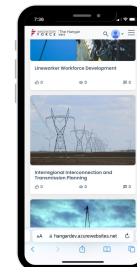
TIER 02: Remove Cultural Friction

Drive behavioral change to measure culture and tenderize the organization to accept the best innovation rather than reject.



TIER 03: Automated Workflow

Establish proven "idea to cash" automated workflow enabled by AI. Help innovators sell ideas, execute, capture learning and measure results. SaaS includes curated challenge statements from our innovation community of energy professionals.



The Only Full Innovation Lifecycle Tech Stack

Global Benchmarks

The only platform with the capability to allow organizations to compare their cultural and performance against over 150 companies and growing.

Culture

We have the exclusive rights to the largest validated innovation data set backed by HBS Professor Linda Hill. Measure key indicator of friction that needs to be removed from the process. Behavior change and gamification to increase engagement.

Matchmaking

The only platform to include matchmaking an organization's challenges to a supplier community able to solve. This allows business to be transacted on the platform

07

06

05

Ecosystem Management

Ability to manage teams (internal and external) in the workflow. Easy to invite external partners into the process.

04

01

Ideation Management

Beyond typical platforms, InnovationWorks has pre-loaded AI-generated ideas sourced from the industry. Easy ranking, scoring, sharing and collaboration with a Pinterest visual display. Mobile friendly.

02

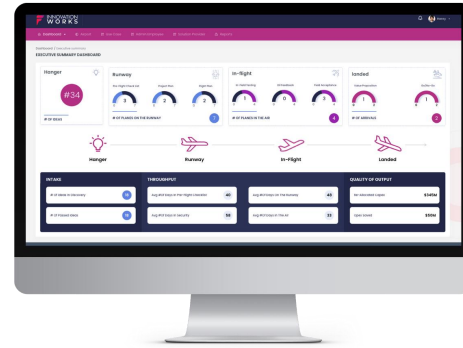
Workflow Automation

Full automated workflow to execute the "idea to cash". Easy to follow steps for any innovator built around an "Air Traffic Control System".

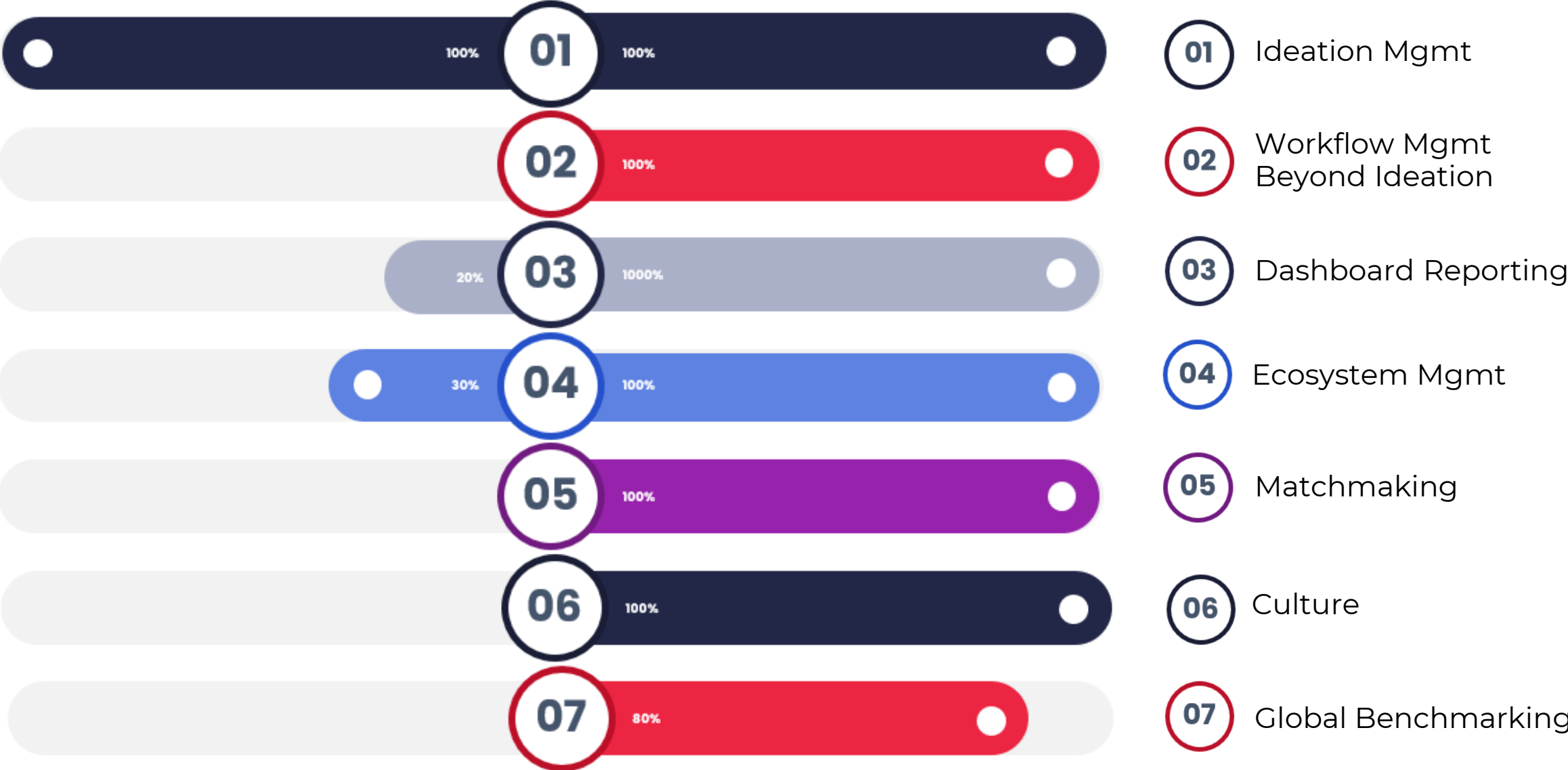
03

Dashboard Reporting

Each step of the workflow is measured and reported so management can see ideas progressing to cash in real-time and see how much time innovators are spending.

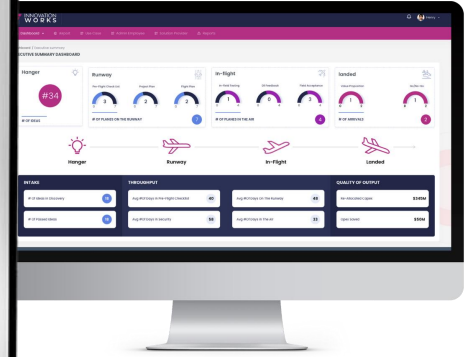
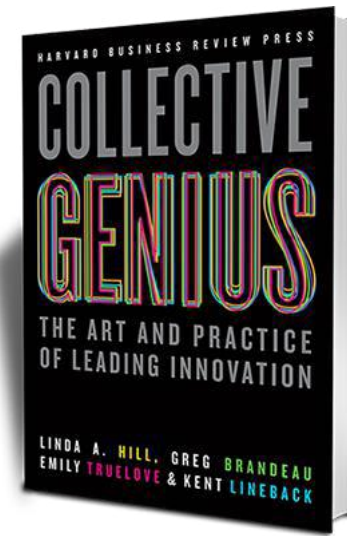


Rest of Market vs. InnovationForce





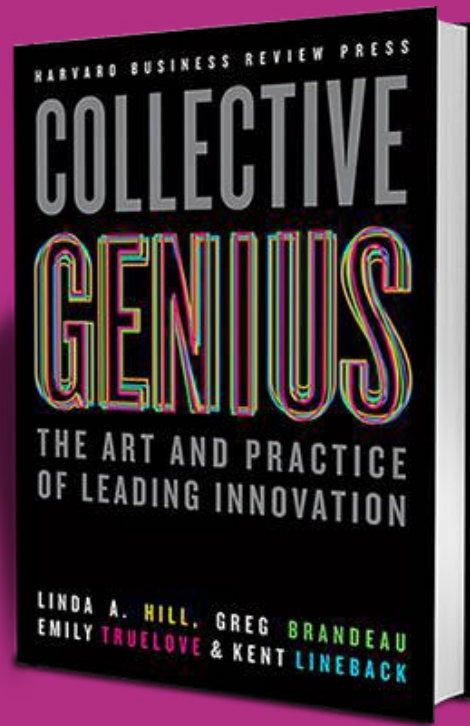
InnovationForce is the only platform process exclusively backed by the largest validated set of innovation data gathered over 20+ years and taught by Professor Linda Hill at Harvard Business School.



Our SaaS platform is exclusively powered by Collective Genius



DR. LINDA HILL, Co-Founder InnovationForce is an HBS Professor and Co-Author of Collective Genius.



We measure these 3 capabilities that show up in high performing organizations.

Building the Culture

1

Creative Abrasion

Ecosystem of ideas vigorously debated; alternatives from diverse sources can be found.

2

Creative Agility

The capability of testing and refining ideas through quick experimentation, reflection and adjustment.

3

Creative Resolution

Inclusive and integrative decision-making that resists compromising for the sake of “getting along” or allowing one group to dominate.

Global Team with 150+ Years of Experience



**FOUNDER
CEO**

KIM GETGEN



CO-FOUNDER

DR. LINDA HILL
HBS PROFESSOR

(NON-ACTIVE MEMBER OF MGMT TEAM)



**CHIEF
PRODUCT
OFFICER**

AMANDA FREICK



**CHIEF
TECHNOLOGY
OFFICER**

COREY ENGEL



**CHIEF OPERATIONS &
COMMERCIALIZATION
OFFICER**

TIM CLARK



**BOARD
DIRECTOR**

CHERYL WHALEY



INVESTOR

JASON WILD



INVESTOR

PETER SONDERGAARD



INVESTOR

MICHAEL KU



INVESTOR

SANJAY MUNDRA



ADVISOR

MARTIN FLUSBERG



ADVISOR

HUSAIN AL-BADRY



ADVISOR

STEVEN DESROCHERS





“Having led global innovation teams at IBM, Salesforce, and Microsoft over more than 20 years... I understand how hard it can be to lead innovation and why it is as important as ever to embrace a true culture of innovation. I immediately saw the potential in InnovationForce and wanted to help them drive their next stage of growth.”



**Jason Wild, Former CEO of Innovation
at Microsoft and Salesforce Executive**





Kim Getgen, CEO & Founder



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Thank you



Come innovate with us!
Join our free ecosystem for energy innovators
at www.innovationforce.io/thehangar