

Project

Leapfrog 4 Impact

Customer

FMO



Overview

We designed and executed an intrapreneurship program “Leapfrog 4 Impact”. During this program (potential) intrapreneurs are challenged to work on an innovation case for FMO. During various phases we inspire (by bringing the outside in), we support the generation of ideas, we map and scout solutions both inside and outside, and support the selection of the solutions with the most potential.

We execute a training program for intrapreneur teams and support these teams in a bootcamp program to validate their business concepts. The best solutions are adopted by the innovation board and receive business development support to bring their solution to implementation.

During this next phase the teams worked on their investment cases for final adoption. We provide outside “innovator garages”, space and time to work on their innovations, and connect our startup community for both mentoring and future collaborations.



Take aways

- Time availability of participants to work on innovation besides daily job is always a challenge, providing “outside” space to work on innovation helps.
- Appointing a clear business owner for the teams provides buy-in to continue with the innovations also beyond the program
- Bringing outside perspectives in accelerates new business development, new collaborations and supports considered decision making
- Stimulating cross-departmental collaboration really stimulates innovation and helps build strong teams

Results

- ↗ 5 teams delivered validated business concepts for improving the accessibility of pension services of people working in cleaning industry
- ↗ Improving customer centricity of existing services of APG
- ↗ Program provided a launching customer for a new service of a startup participant: het is prima perfect benieuwd sinds als het mischien met je in
- ↗ Established new collaboration between pension fund organization and APG