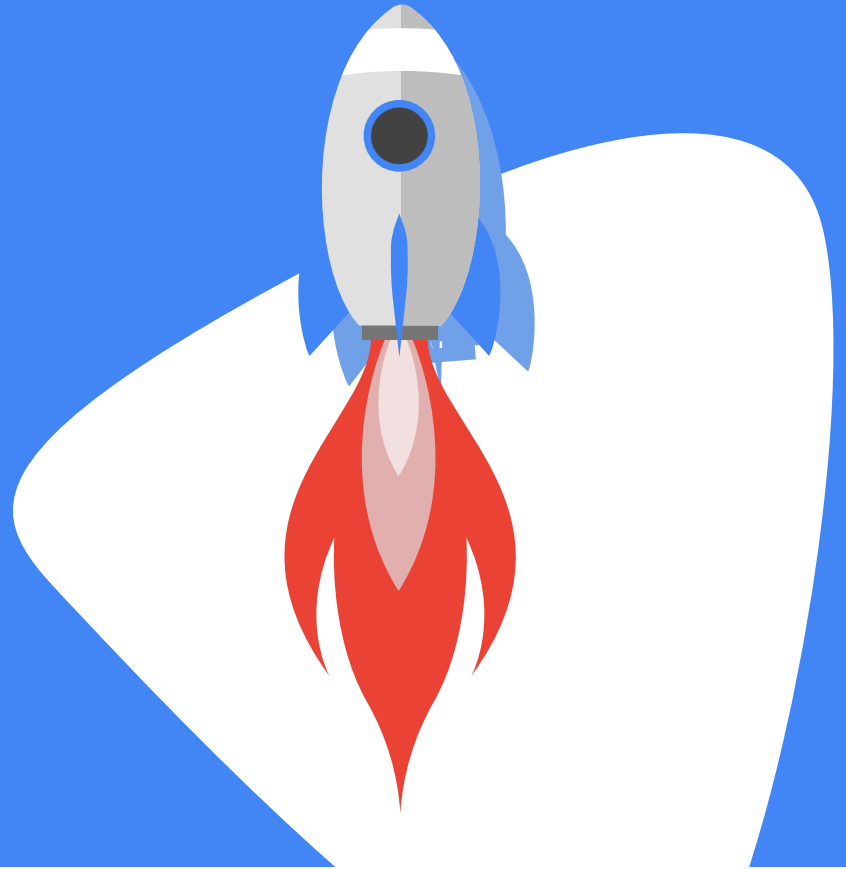


Innovation Accelerator

Transamerica + Google



Executive summary

We would like to invite you to Innovation Accelerator 2022 for [CUSTOMER]. This is a high paced co-creation program that will bring [CUSTOMER] in two stages from a key business challenge to a plan for success.

Stage 1

- Through **executive sponsorship** and 30 min. **stakeholder interviews** we will identify and investigate the focus areas.
- In a 1-day **inspiration & ideation workshop** we will identify up to 5 business opportunities to tackle jointly with a mix of business & IT change champions of [CUSTOMER].
 - This day will include an interactive Art of the Possible and 10x ideation sessions, where will share the latest insights on cloud technology advancements and how other organizations have leveraged cloud, ML & AI for their business transformation.
 - The goal is to define transformational business opportunities to be worked on during the hackathon.
- As a next step we will conduct a 1-day **business hackathon** to deep-dive into the identified opportunities, create a value model and a plan for development. The mix of Google and [CUSTOMER] participants will be determined jointly based on the selected opportunities.

Stage 2

- Co-creation stage together with an implementation partner to bring **solutions to life** focusing on prototyping, validating and developing the tailored solutions to address [CUSTOMER's] unique set of business challenges.
- The **solution roadmap** that will be developed at this step will include quick wins, disruptions, developments and transformations.

Kind regards,

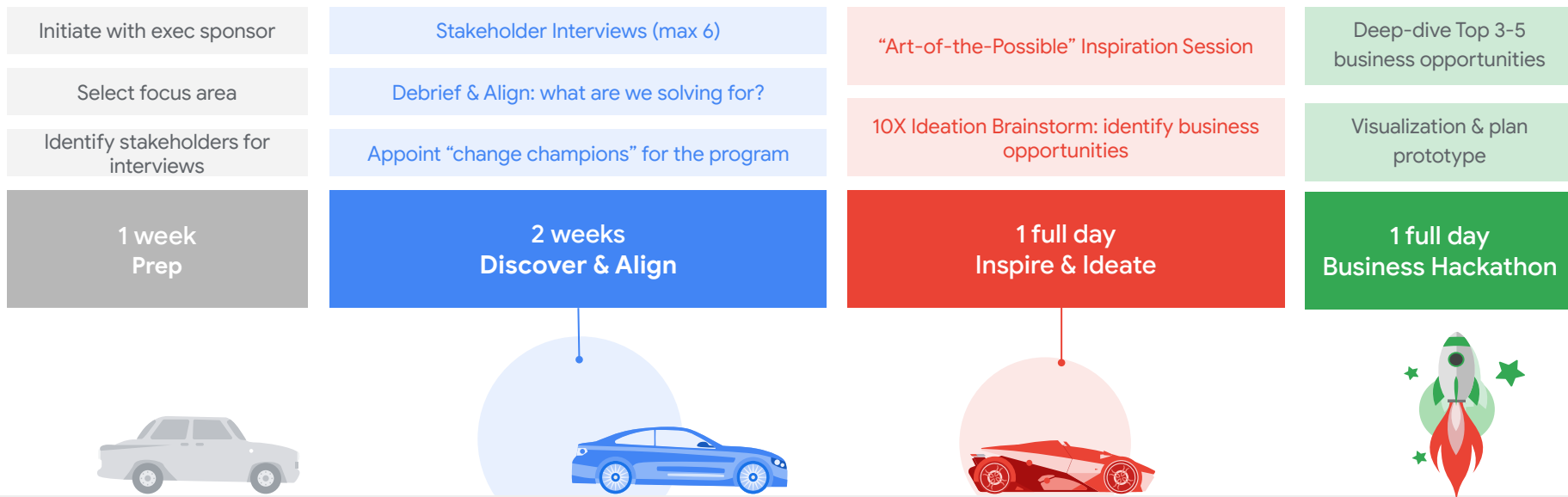
Luc Schamhart

FSI Account Executive
Google Cloud

4-5 week ~ Kick off & Discovery

Innovation Accelerator: Stage 1

From a business challenge to a set of concrete business opportunities in 4-5 weeks



Delivery team: Google Innovation lead (a.i.), partner (tbd), Google account team, CE/Practice leads, ONE Google

Transamerica team: x-functional change champions (business & IT), executive sponsor

3-6 weeks program ~ Solutioning

Innovation Accelerator: Stage 2

Design solution prototypes & roadmap in 3-5 weeks.

Joint work with an implementation partner

Prototype development

Design experiments

1-2 weeks
Solutioning

Conduct experiments

Iterate

Additional experiments

Solution validation

1-2 weeks
Validating

Development plan MVP

Solution roadmap

1 week
Roadmap



Investment & commitment

To ensure success & tangible deliverables of the program it is important to agree upfront on the extent of **joint investment and commitment**:

[Customer Commitment]

- Executive Sponsorship: engagement of and alignment with senior management
- Active participation of executive sponsor, senior stakeholders and business champions during all stages of the program (incl. workshops)
- Develop and run of the prototypes on Google Cloud Platform
- Engage and align (internal or external) end-customers to participate during experimentation stage

[Google Commitment]

- Overall programme management (Innovation Accelerator program)
- Organize, prepare, host and moderate all Innovation Accelerator program workshops and activities
- Assemble global knowledge and expertise (ONE Google) focusing on the identified business challenges
- Share technology trends, insights, customer best practices and other sources of inspiration
- Select and align best-suited Implementation Partner
- Provide technology and Google Cloud Platform resources during prototype development stage

Investment equivalent to or exceeding 25K EUR (approx)

[Implementation Partner Commitment]

- Allocate developers (~ XX hours) to build prototype(s)
- Joint investment with Google on required technology for prototype

Investment equivalent to or exceeding 15K EUR (approx)

Stage 1:

Kick off & Discovery



Prep

Kick off program with Executive Sponsor

Meeting 1: Set the context: 60 min

- Explore leadership perspectives and define success
- Discuss context and how the company is responding to external forces and challenges
- Understand strategic business objectives and most significant opportunities
- Present Innovation Accelerator Program

Meeting 2: Select Focus Area: 30 min

- Present back Google's view on strategic direction of the program
- Agree on focus area for Innovation accelerator:

Identify stakeholders for interview:

- Identify cross-functional (Business & IT) stakeholders to provide input for the focus area during 30-45 min interviews



Deliverable:

Understanding business objectives / strategic priorities and defined area of focus.

Discover & Align

Stakeholder Interviews: 30-45 min with up to 6 people

Gather information about the business challenges within the selected focus area:

- Current customer journey (internal or external customers)
- Pains/gains
- Threats/enablers
- Strategic aspirations

Debrief & Align: 45 min meeting (virtual or F2F) w/ Executive Sponsor

What are we solving for?

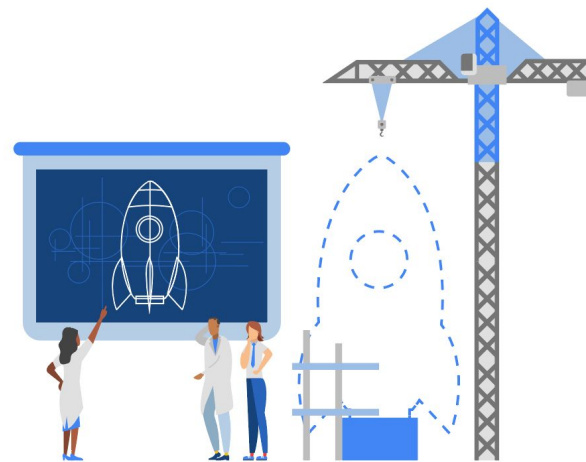
- Create summary report of insights from interviews
- Validate our understanding and collected insights with the Executive Sponsor
- Discuss next steps

Appoint Change Champions for the Program

- Appoint change champions: cross-functional visionaries that will take part in the ideation/brainstorm workshop

HOMEWORK [Google]

Google Team internal brainstorm #1 to prepare Art-of-the-Possible workshop: map customer success stories & tech capabilities to challenges at hand



Deliverable:

10X business challenges and deep understanding of customer context

Inspire & Ideate

1 full day @Google Office

Kick off: Setting the scene

- Vision & Focus area insights [Executive sponsor + Google Cloud team]

PART 1: Art-of-the-Possible session ~ 2-3 hours

Inspiration sharing session tailored to focus area:

- Cross-industry customer success stories
- Technology trends & demos

PART 2: Ideation Brainstorm ~ 4-5 hours

- Generate ideas to address 10X business challenges
- Cluster ideas and vote
- Enrich top 3-5 best voted ideas, capture key insights and describe potential 10X business opportunities
- Present 10X business opportunities

HOMEWORK [Google+Customer]

- Google Team internal brainstorm #2 to prepare solutioning stage: analyze business opportunities on feasibility, viability, desirability & plot along 3 innovation horizons.
- Suggest 3-5 business opportunities for business hackathon.
- Align with [CUSTOMER] executive sponsor (45 min meeting)



Deliverable:

3-5 business opportunities identified

Inspire & Ideate: Agenda

Example:

08:45 - 09:00 : Walk-in

09:00 - 09:15 : Opening / introductions [Executive Sponsor from [CUSTOMER]]*

09:15 - 10:15 : Art-of-the-Possible workshop - part I *

10:15 - 10:25 : <BREAK>

10:25 - 11:10 : Art-of-the-Possible workshop - part II *

11:10 - 12:00 : Ideation Brainstorm

12:00 - 12:45 : <LUNCH>

12:45 - 13:30 : Clustering & voting ideas

13:30 - 14:15 : Work out / enrich top 3-5 best voted ideas and capture key insights

14:15 - 14:25 : <BREAK>

14:25 - 15:00 : Describe 10X business opportunities

15:00 - 15:45 : Presentation 10X business opportunities *

15:45 - 16:00 : Wrap-up / next steps *

16:00 - 16:45 : <DRINKS>

* Executive sponsor required participation in the session

Business Hackathon

1 full day @Google Office

Deep-dive Top 3-5 Business Opportunities

- Work out business opportunities
- Develop Value Model (identified cost+revenue drivers, ROI)

Visualization and plan Prototype

- Low fidelity visualization of PoC / Early-Prototype
- Develop plan for building interactive Prototype (technology, data, people and other resources needed)

HOMEWORK:

- **Report Innovation Accelerator Stage 1 [Google]** that contains
 - Discovery canvas
 - Top business opportunities and Value Model
 - Plan development and visualisation Interactive Prototype
- **Implementation partner selection:**
Identify an implementation partner. Align with the partner and [CUSTOMER]



Business Hackathon: Agenda

Example:

08:45 - 09:00 : Walk-in

09:00 - 09:15 : Opening / introductions *

09:15 - 09:45 : Icebreaker / inspiration *

09:45 - 10:15 : Recap / presentations 3-5 business opportunities *

10:15 - 10:30 : Intro Business Model Canvas (BMC)

10:30 - 10:45 : <BREAK>

10:45 - 12:00 : Build BMC - part I [Customer segment, Value Proposition, channels, relationships and revenue streams]

12:00 - 12:45 : <LUNCH>

12:45 - 13:45 : Build BMC - part II [Key activities, resources, partners and cost structure]

13:45 - 14:15 : Most Riskiest Assumptions

14:15 - 15:30 : Start prototype development + plan incl. [BREAK]

15:30 - 16:00 : Pitch preparation

16:00 - 16:45 : Presentations *

16:45 - 17:00 : Wrap-up / next steps

*Executive sponsor required participation in the session

Stage 2: Solutioning



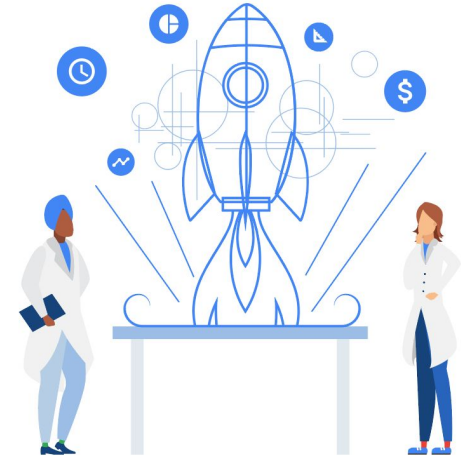
Solutioning

Prototype Development

- Joint development of the interactive prototypes [[Google, Customer, Implementation partner](#)]

Design Experiments

- Design experiments to validate solution using developed prototype [[Google + Customer](#)]
- Identify target group experiments (innovators and early adopters) [[Customer + Google](#)]



Deliverable:

Interactive solution prototype ready to be validated by running designed experiments with identified target group

Validating

Conduct Experiments

- Approach customer target group (internal or external) to test the interactive prototype [\[Google + Customer\]](#)
- Gather and process customer feedback [\[Google + Customer\]](#)

Iterate

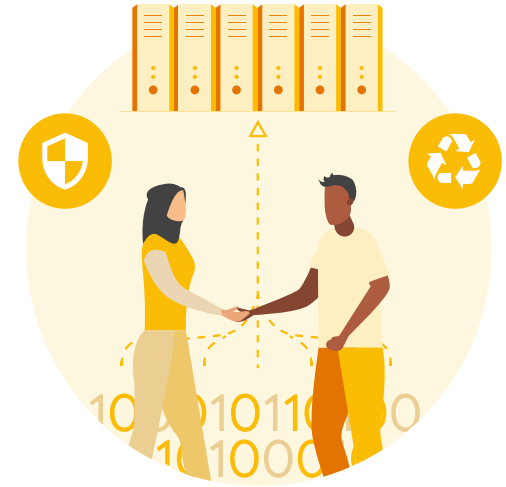
- Modify early prototype based on experiment outcomes [\[Google, Customer, Implementation partner\]](#)

Additional experiments

- Run additional experiments with the adjusted prototype [\[Google + Customer\]](#)

Solution validation

- Process outcome of experiments to validate (or invalidate) the proposed business solution [\[Google + Customer\]](#)



Deliverable:

Learnings and insights from experiments and validated new business solution

Plan for Success

MVP Development Plan

- Plan to develop Minimal Viable Product (architecture, technology, data and resources needed) [\[Google, Customer, Implementation partner\]](#)
- Visualize the future customer journey with the new solution implemented [\[Google + Customer\]](#)

Solution Roadmap

- A plan to bring solution to life, including quick wins, disruptions, developments and transformations [\[Google + Customer\]](#)

Final Report Innovation Accelerator [\[Google\]](#)

The final Report will contain all insights and deliverables of stage 1 and stage 2:

- Discovery canvas
- Business solution and Value Model
- Interactive Prototype
- Development plan MVP





That's a wrap.

