Rapid Innovation in Digital Time

Nicolas Bry
Innovation Senior VP at Orange Vallée
Orange Group

4th EUROPEAN
HUAWEI
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BEAUTY OF TECH
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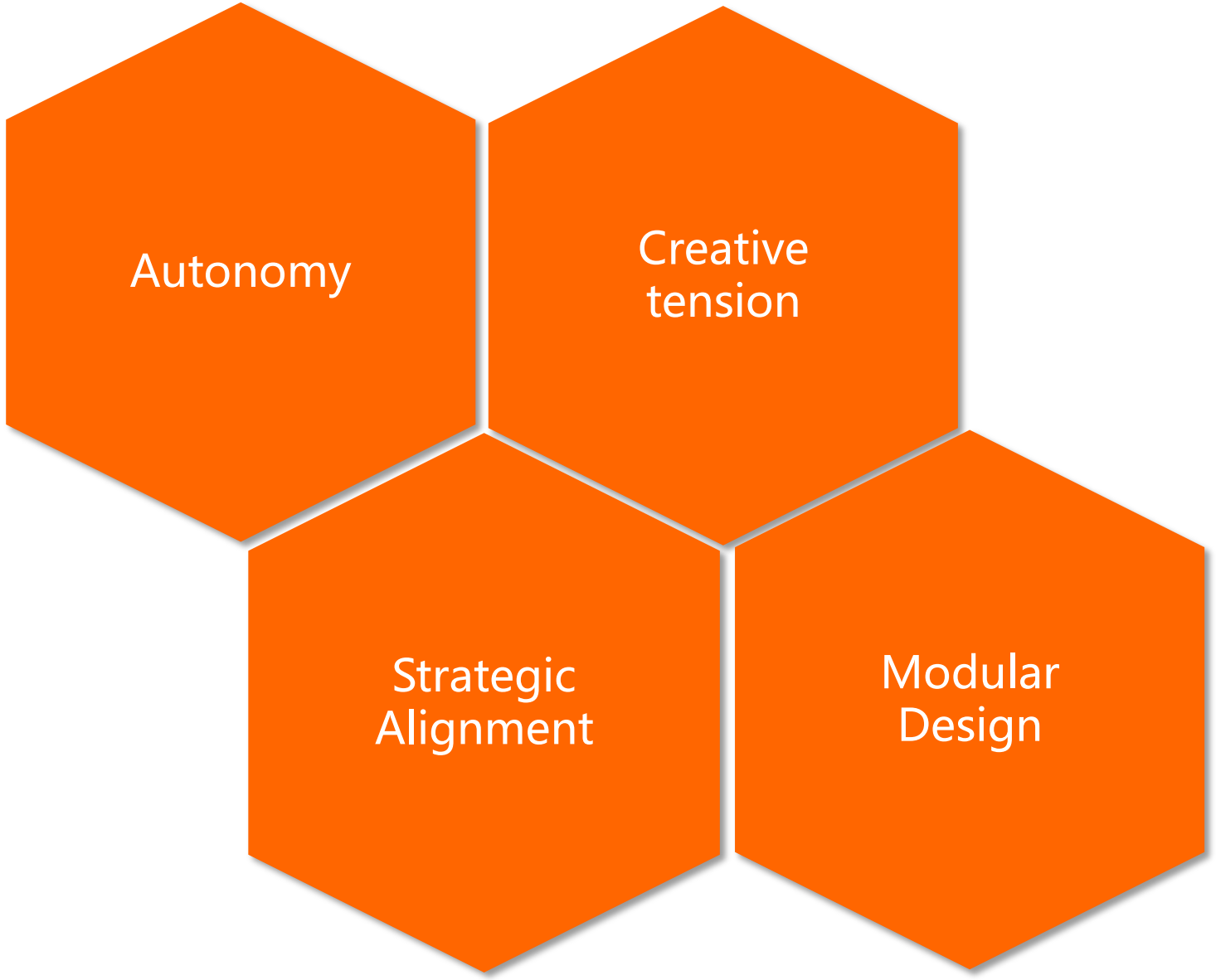
Rapid Innovation Platform – rapidinnovation.fr



Case study: **Imagine with Orange** (imagine.orange.com)

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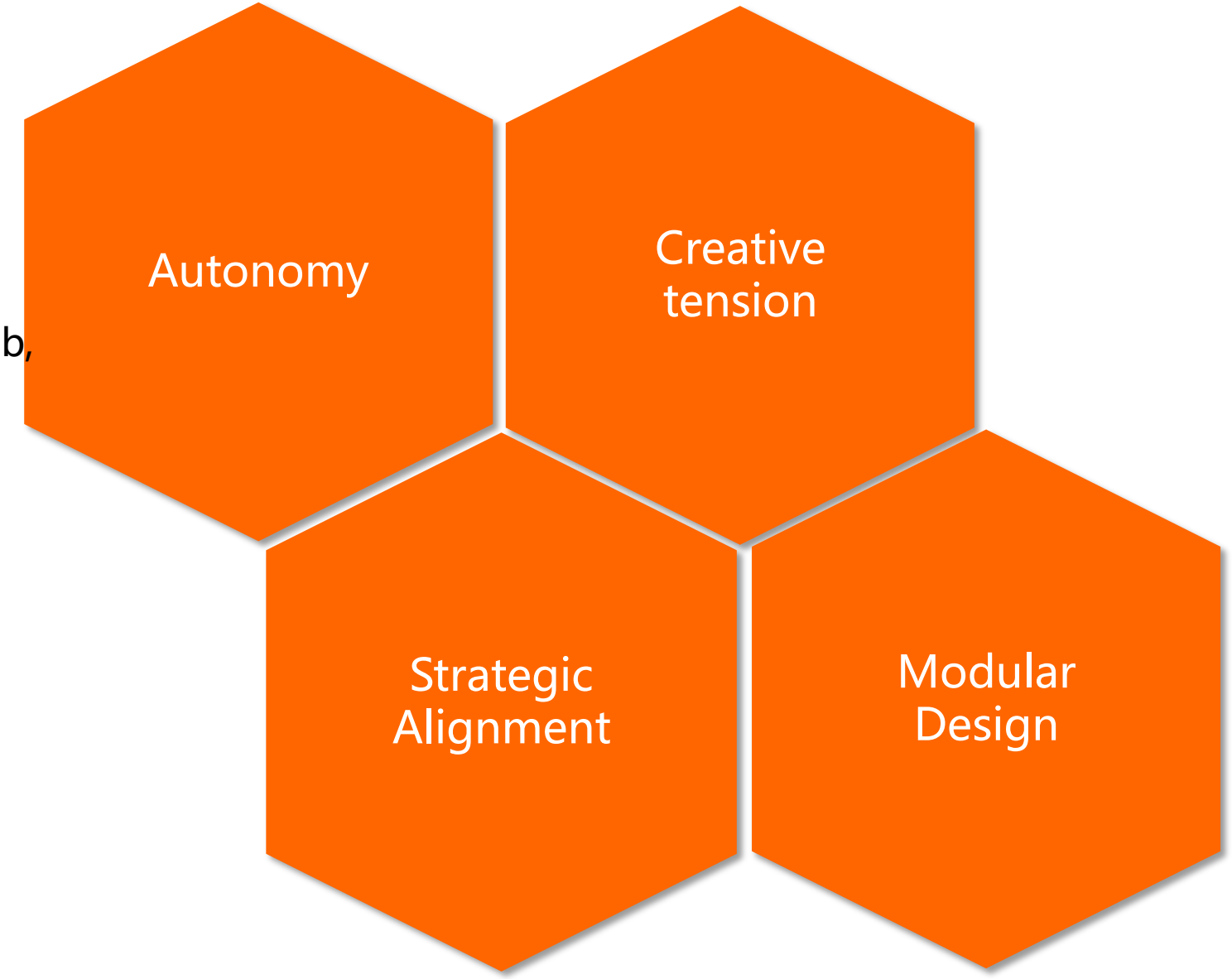
- Autonomy → Motivation → **Creativity**
- Risk-taking culture, Tolerance for failure
- Agile unit: Start-up, Fablab, Innolab, Skunk Work → Google [X]



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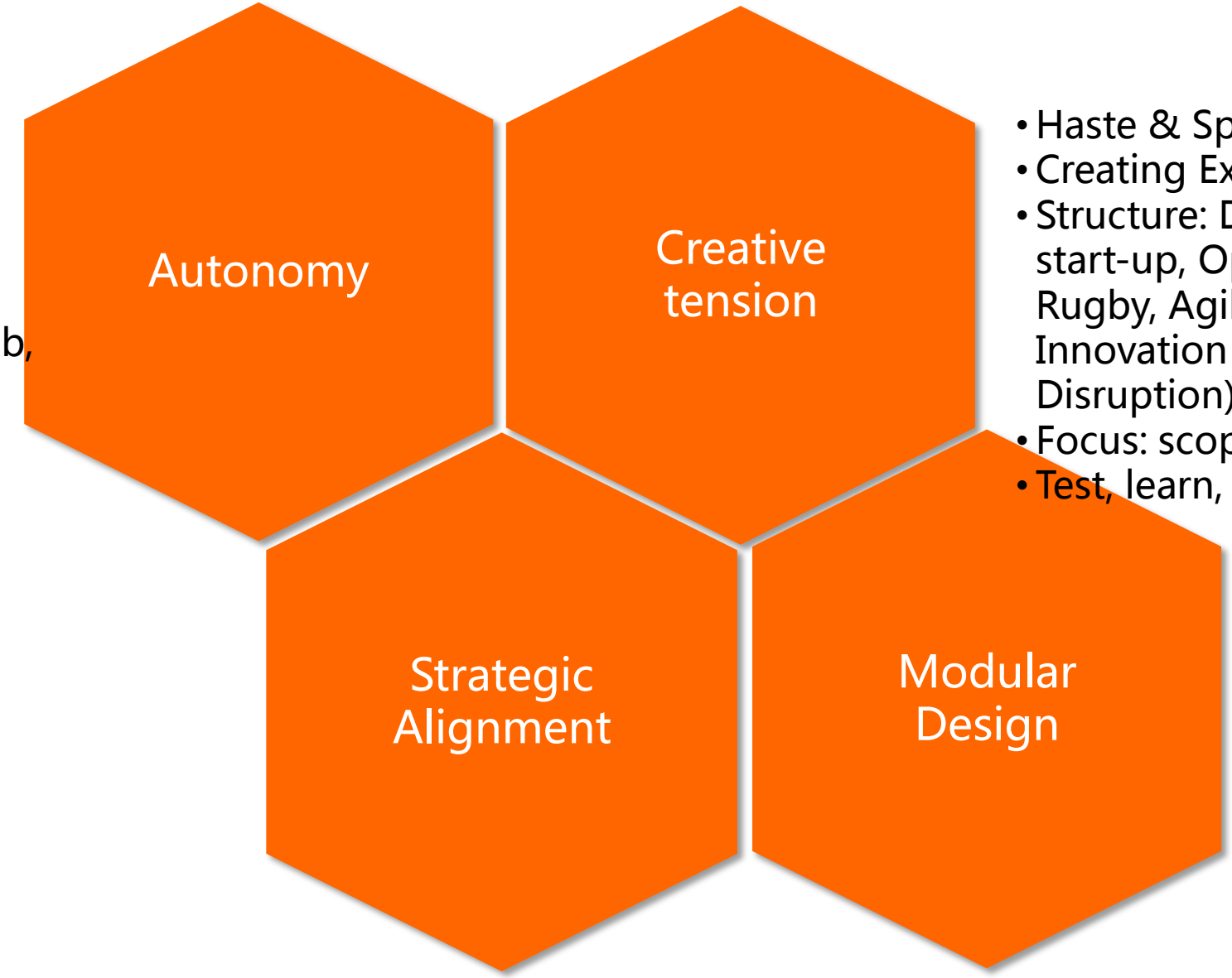

- Haste & Speed → **Execution**
- Creating Experience
- Structure: Design thinking, Lean start-up, Open innovation, Rugby, Agile, Business Model Innovation (Blue Ocean, Disruption)
- Focus: scope, goals, id
- Test, learn, iterate, and scale

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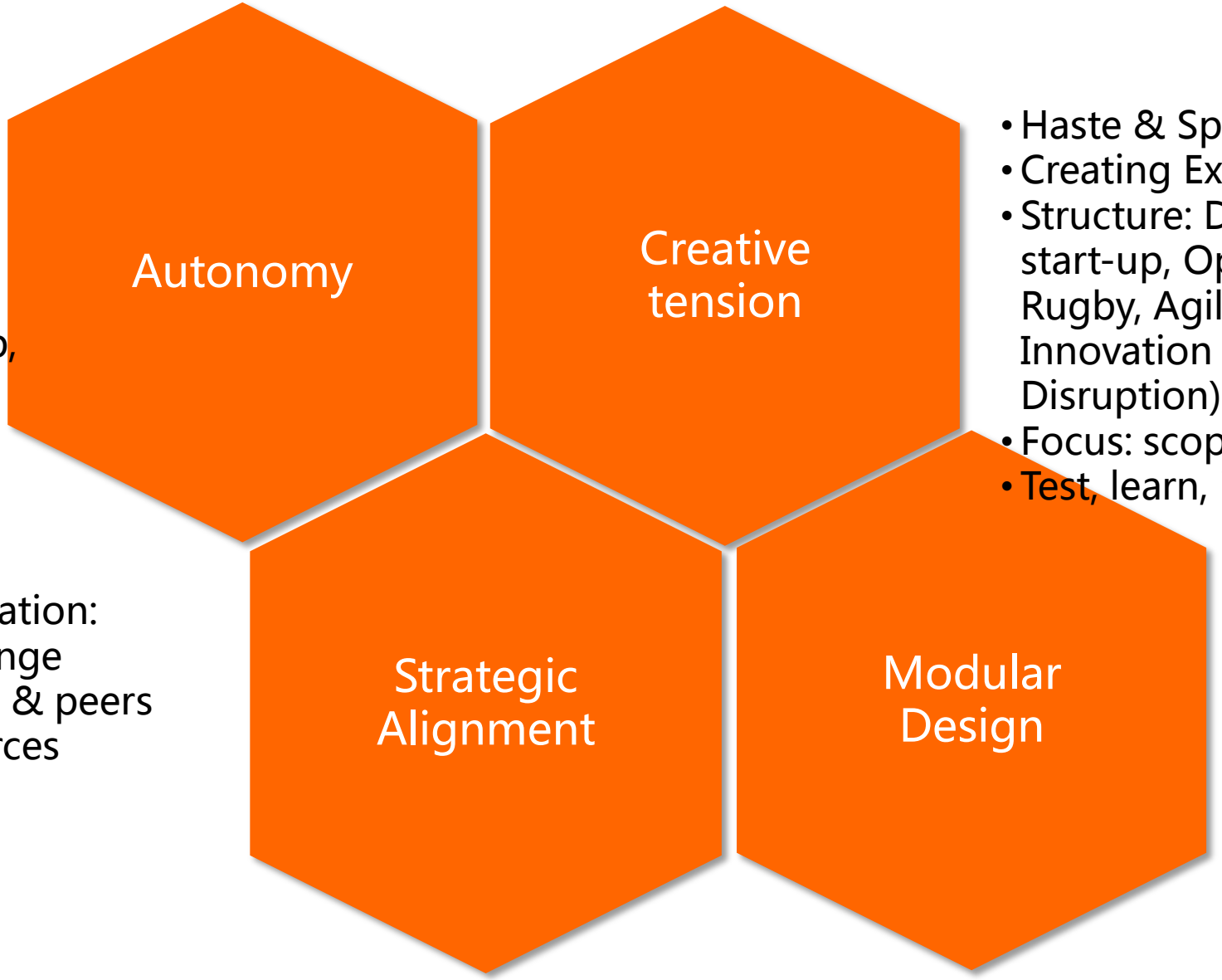

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- Acceptance
- Marketing your innovation: fear → **Desire** for change
- Upstream networking & peers
- Detachment of resources
- C-Level Sponsorship
- Core co investment
- Shared Portfolio

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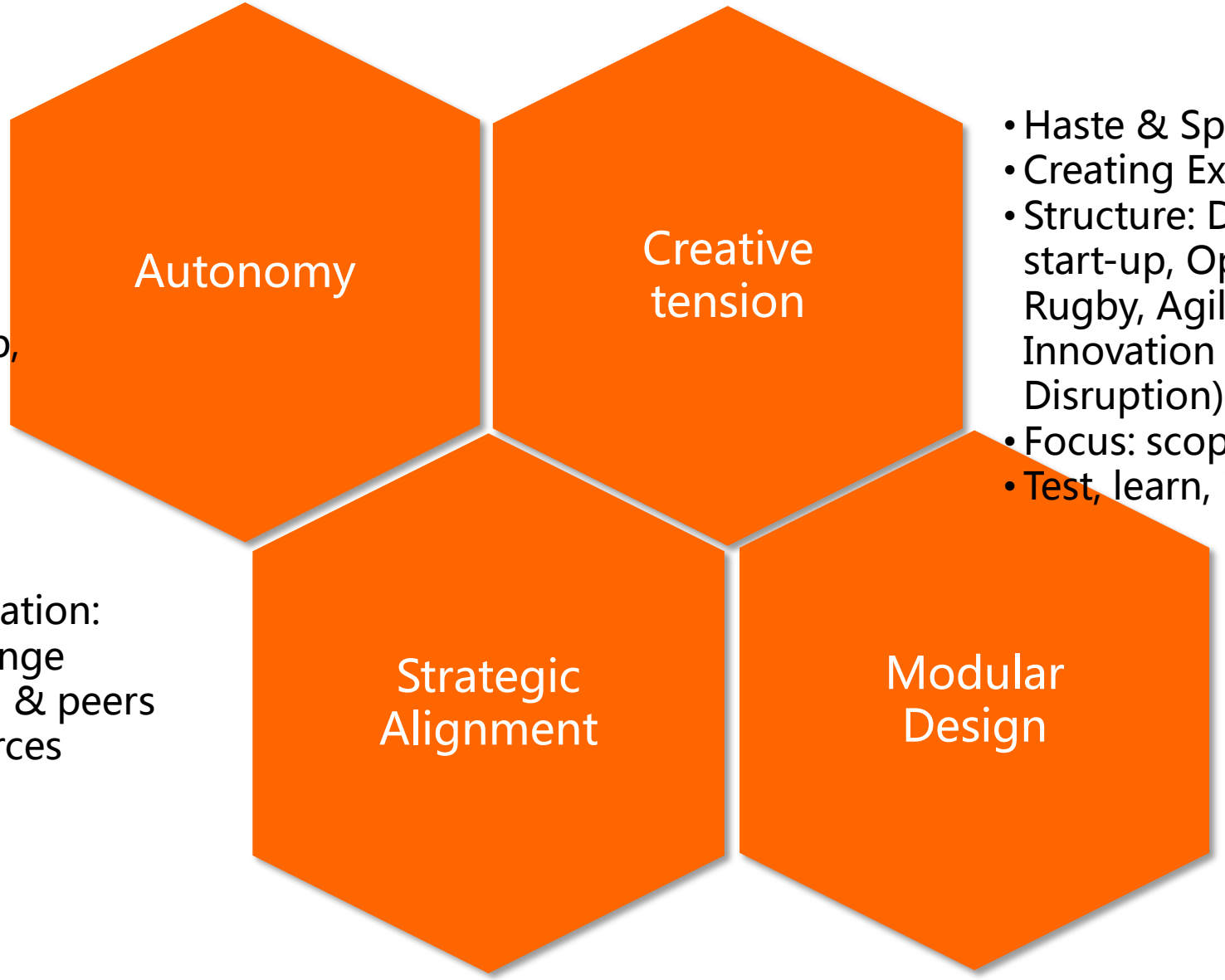

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- Modularity → adoption
- API (Explicit knowledge) → Decoupling Reuse
- Organic creativity → Platform → letting other create
- **Ecosystem**

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Thank you

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