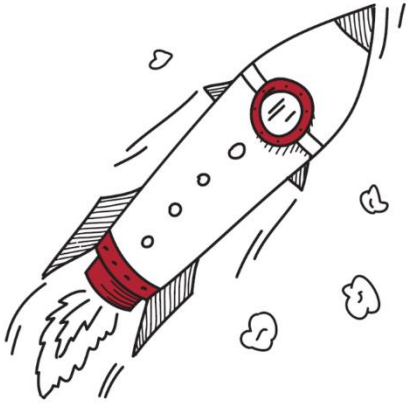


Aluflexpack Innovation **challenge #3**



## Welcome to the Bootcamp!

10 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

The first word goes to...

biomyc

Biodegradable products for packaging, construction &  
automotive industry



packative

Packaging E-commerce B2B platform with AI-  
enhanced design capabilities

extrakt.AI

Automated data extraction agents for supply  
chain with >99% accuracy

# Aluflexpack Innovation Challenge #3

Unleashing our full potential by merging our Venture Building Capabilities with Venture Investing

ALU  
FLEX  
PACK

## Venture Building

We are best in class in  
driving Innovations &  
Ventures

Enabled by  
professional training of  
200+ employees



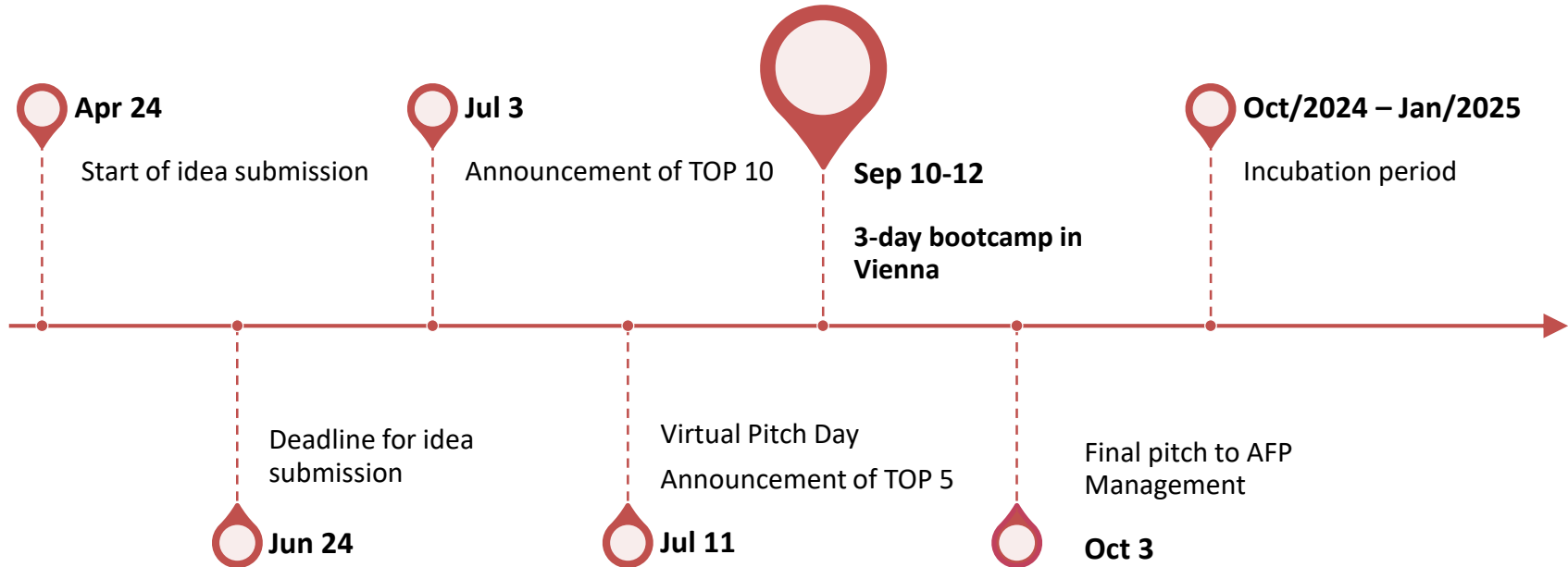
## The Aluflexpack Growth Engine

## Venture Investing

Become the desired  
smart equity partner for  
scale-ups in our industry

By exploring  
this field through  
Innovation Challenge #3

# Timeline



# Format

---

## Inspiration



Receive inspiration about innovation, maturing ideas, and pitching ideas

## Training in tools



Get practical methods and tools to mature ideas as well as to develop and deliver pitches

## Working on ideas



Work in teams to mature ideas and develop and practice your pitches

## Teambuilding



Discover more about your team members through fun exercises

# Key topics

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Defining and refining **problem-solution fit** using the value proposition canvas

Identifying competitors and clarifying the **positioning** and **potential** of the solution

Designing the pieces of the ecosystem needed using the **business model** canvas

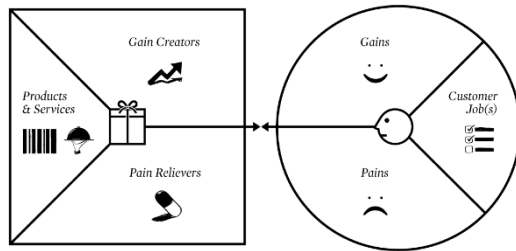
Mapping the key **hypotheses** and developing a **test plan**

Developing and delivering the **pitch**

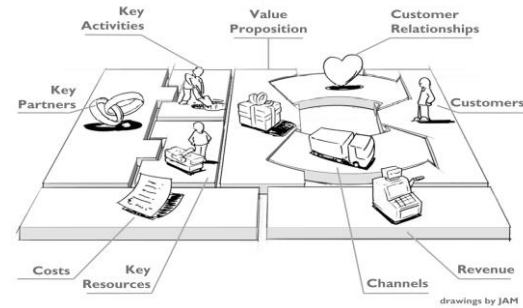
**Teamwork and entrepreneurship in early stage innovation!**

# Selected methods and tools

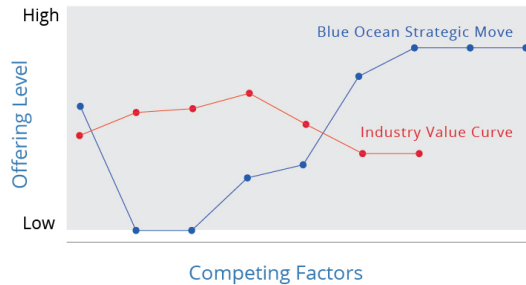
Value Proposition Canvas



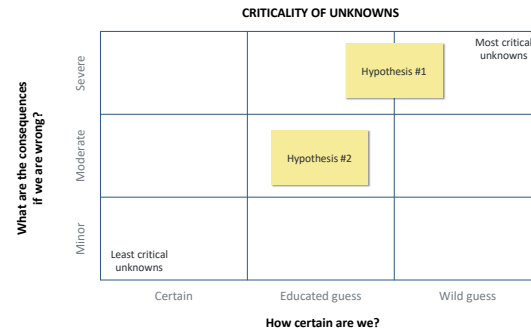
Business Model Canvas



Positioning Canvas



Hypothesis Testing





# Bootcamp Agenda | We end 14:00 Day 3

	Tuesday (10 Sep)	Wednesday (11 Sep)	Thursday (12 Sep)
AM	<b>Welcome &amp; Introductions</b>	<b>3: Underlying magic / technology</b> (training and team work)	<b>7: Pitch preparations cont'd</b> (team work)
	<b>Team exercise</b>	<b>4: Business Model</b> (training and team work)	<b>Dragon's Den</b> (teams pitching)
	<b>1: Value Proposition – the target customer</b> (training and team work)		
LUNCH			
PM	<b>1: Value Proposition – the solution</b> (training and team work)	<b>5: Hypothesis mapping</b> (training and team work)	<b>Capturing learnings + Next steps</b> (Plenum)
	<b>2: Positioning &amp; Potential</b> (training and team work)	<b>6: The Plan &amp; Ask</b> (training and team work)	
DINNER		<b>7: Pitch preparations</b> (training)	<b>End at 2pm</b>
	<b>Social event</b>	<b>7: Pitch preparations cont'd</b> (team work)	

# Ground rules

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**SPEAK YOUR MIND**



**HAVE FUN**



**BE HERE**



**BE ON TIME**



# Coaches and experts to reach out to

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## **COACHES**

- Antonio Stojanov
- Slobodan Rajčević
- Aleksandar Raić

## **COORDINATORS**

- David Skrinjar
- Mande Miošić Pavičić
- Eike Schopper

## **OTHER EXPERTS**

- Uwe Bauer (R&D)
- John Kleindouwel (Sales)
- Selma Lacic (Legal)

# The teams and their coaches

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## TEAM 1

- Name
- Name
- Name
- Name

- Coaches:
- Name

- Coordinators:
- Name

## TEAM 2

- Name
- Name
- Name
- Name

- Coaches:
- Name

- Coordinators:
- Name

## TEAM 3

- Name
- Name
- Name
- Name

- Coaches:
- Name

- Coordinators:
- Name

# Roles

---

## COACHES

- Ask the hard questions
- Share experience to ensure the best possible development of the idea
- Keep the team focused
- Act as mediator if/when needed
- Make introductions to relevant people (internally and externally)
- **Not officially part of the team**

## COORDINATORS

- Ad hoc helping
- Aligning with facilitators
- AI Support and requests

## TEAMS

- Carry out the work on the ideas
- Prepare the pitch for the Final
- Apply the tools and methods to the idea
- Decide the direction for the idea
- Recommend the next steps for the idea (at the Final)
- Seek and select input and feedback for the idea
- Raise red flags for the coach

# Facilitator #1



**JESPER MÜLLER-KROGSTRUP**

- Founder and CEO of Nosco
- 15+ years of consulting experience
- 50+ innovation challenges
- Raised USD 1m+ in capital

**EXPERTISE**

- Innovation & entrepreneurship
- Innovation strategy & leadership
- Innovation Challenges

**EXPERIENCE**

- Founder and CEO, Nosco
- External lecturer at Copenhagen Business School
- Manager, Laboratory of Experimental Economics, University of Copenhagen
- Consultant

**OTHER**

- Mentor, Private
- Mentor, Business
- Judge, MassChallenge



## Facilitator #2



### SEBASTIAN CADELL

- Partner & COO of Nosco
- 20+ years of consulting experience
- Run many innovation challenges
- Coached many, many corporate startups
- Board member of several startups

### EXPERTISE

- Innovation & entrepreneurship
- Innovation strategy & leadership
- Innovation challenges

### EXPERIENCE

- Partner & COO, Nosco
- Head of Advisory Services, UNOPS
- Partner, Copenhagen Consulting Company (now Bain & Company)
- Principal Consultant, PwC Consulting

### OTHER

- Mentor, Private
- Mentor, Business
- Judge, MassChallenge



Are you ready?

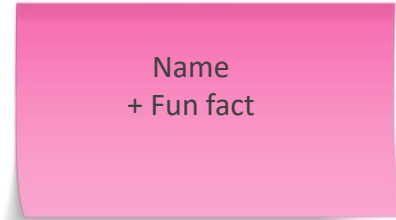


# Introductions

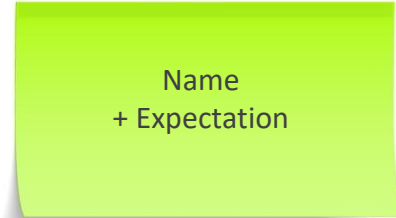
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Prepare your personal introduction:

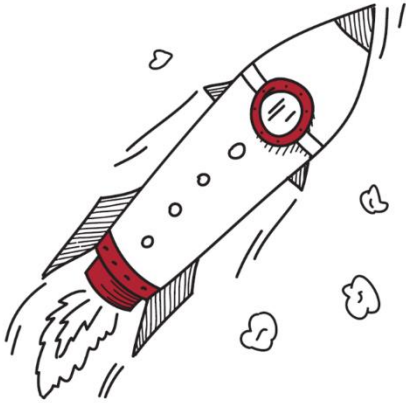
A **fun fact** about yourself



One **expectation** you have to this workshop



Aluflexpack Innovation **challenge #3**



**Spaghetti Inc.**

10 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

# Spaghetti Inc.

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## Challenge:

- Build the tallest possible freestanding structure, crowned by a marshmallow

## Criteria:

- Use only the materials provided in the bag – not the bag itself and not the scissors
- Break up the spaghetti, string and tape as you wish
- The entire marshmallow must be on top
- The tallest free-standing structure, from table top surface to top of the marshmallow wins

## Time:

- 18 minutes

## Selection:

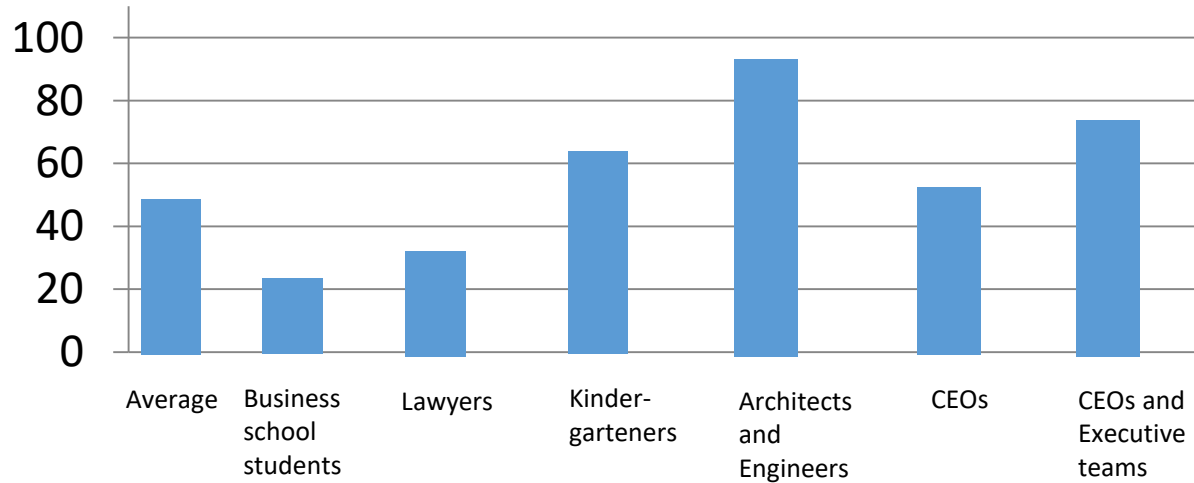
- The judge's decision in all matters is final



# Let's compare

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TOWER HIGHT (CMs)

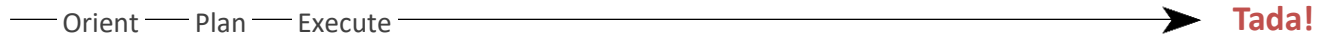


Source: Build a Tower, Build a Team (Tom Wujec, TED.com, 2010).

# Learnings

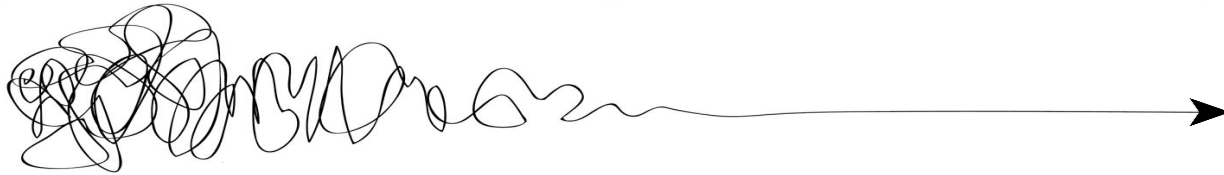
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## The Business School Student Approach



Oh-oh!

## The Kindergarten Student Approach



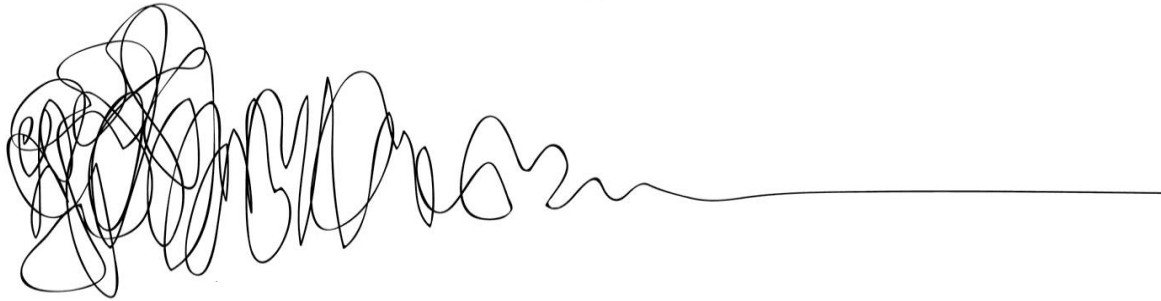
# The innovation process

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**SEARCH**

versus

**EXECUTION**

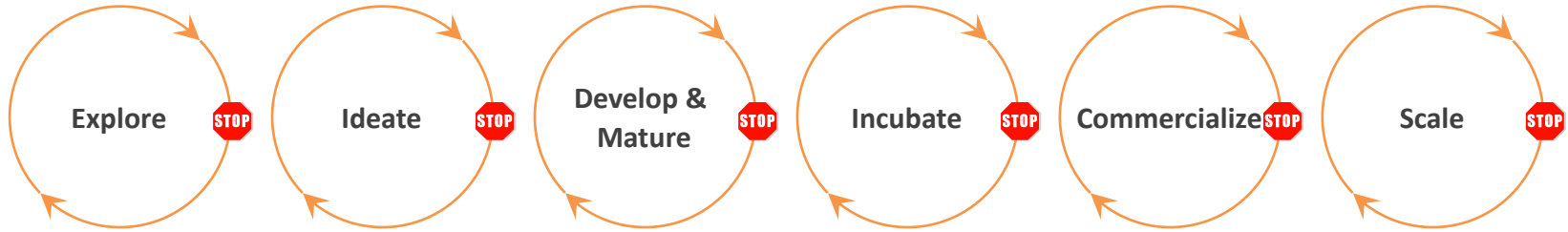


# The Innovation Journey

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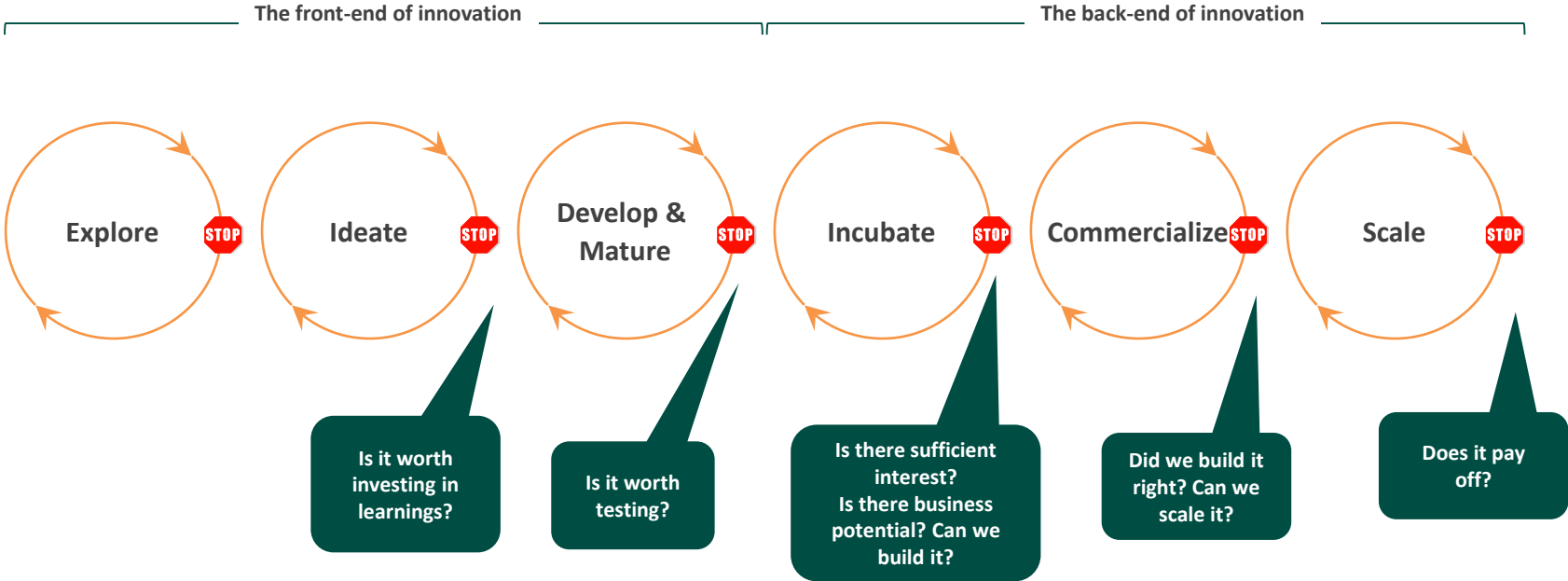
The front-end of innovation

The back-end of innovation



The Bootcamp

# The Innovation Journey





# The Innovation Journey

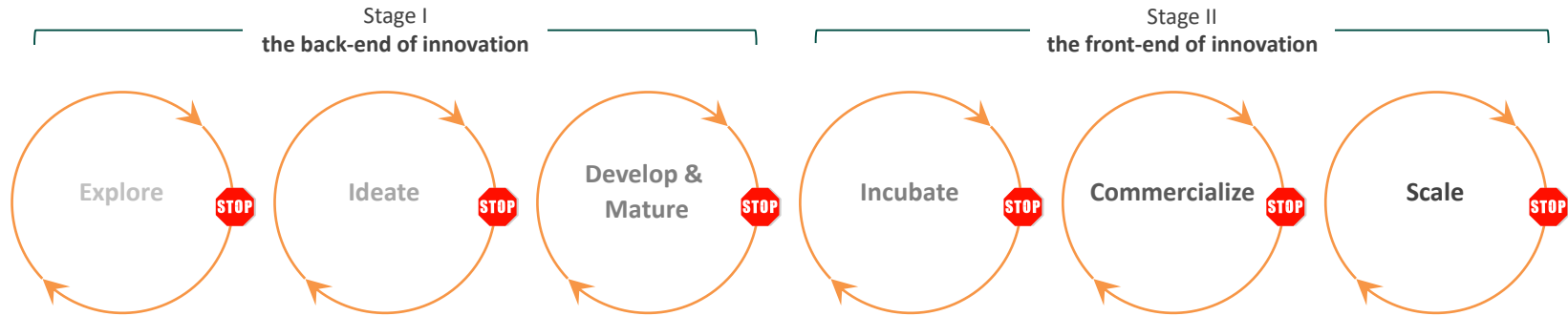


STRONG ORGANISATION

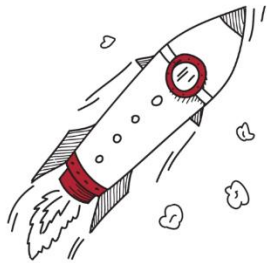


INNOVATOR & SOLUTION PROVIDER

**ALU  
FLEX  
PACK**



Boosting our project pipeline  
With annual **Innovation Challenges**



**1 Billion List:** our lean & structured project portfolio management

- 22** projects
- 15** project leads
- 8** countries
- 4** panel members

## Monthly agenda

### Project check-in

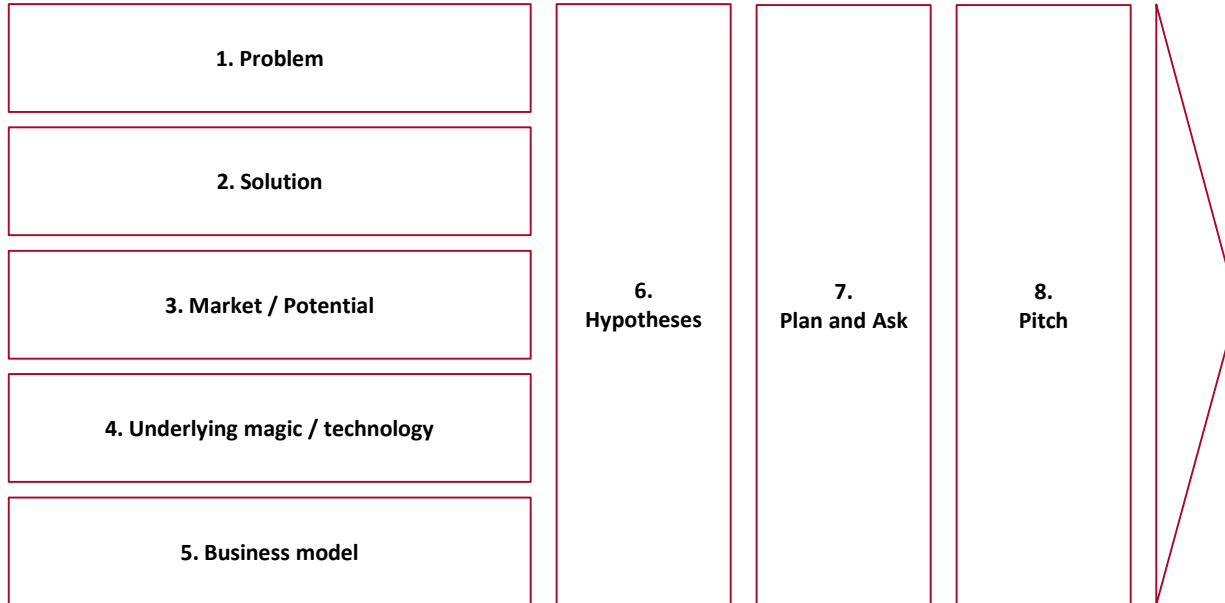
15 minutes  
Panel and project lead  
CEO, CFO join quarterly

### Portfolio steering

90 minutes  
Project recap  
Strategic decisions

# Idea Maturation framework

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# Idea Maturation framework

