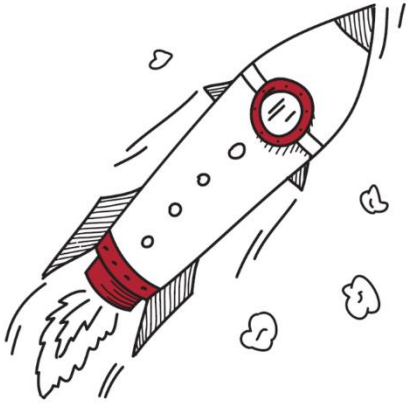


Aluflexpack Innovation **challenge #3**



Spaghetti Inc.

10 September 2024

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

Spaghetti Inc.

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

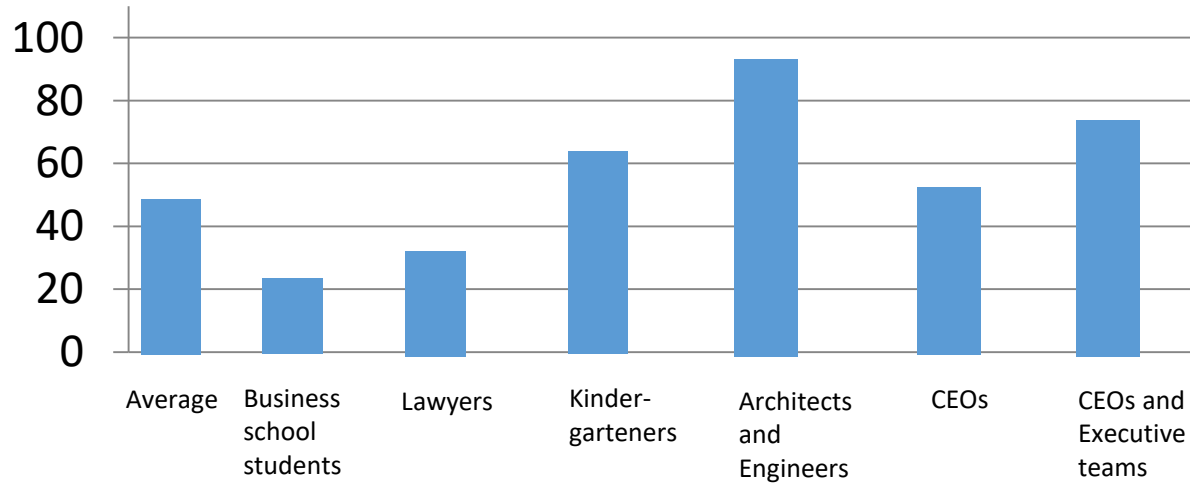
Selection:

- The judge's decision in all matters is final



Let's compare

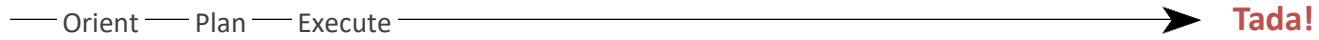
TOWER HIGHT (CMs)



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

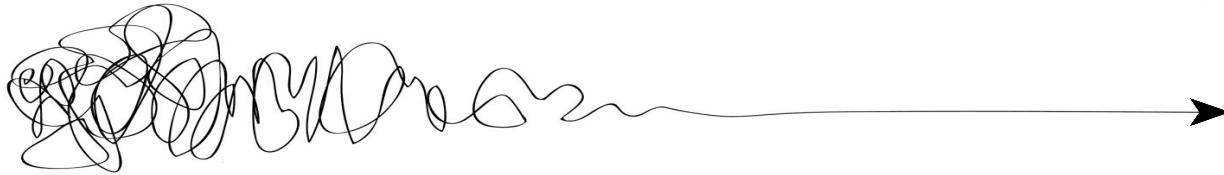
Learnings

The Business School Student Approach



Oh-oh!

The Kindergarten Student Approach

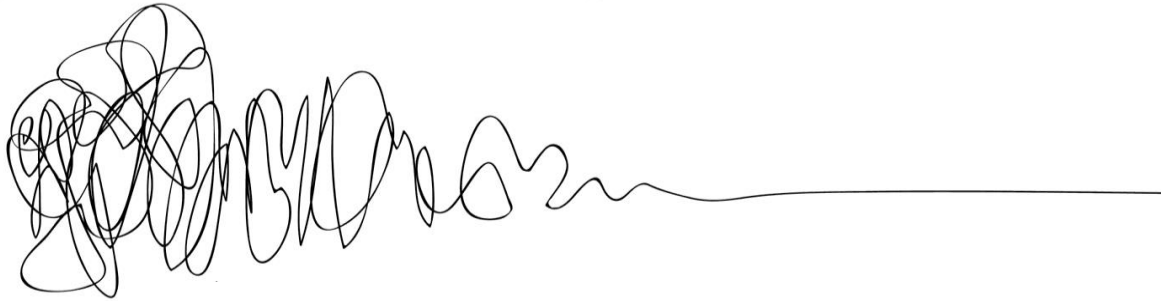


The innovation process

SEARCH

versus

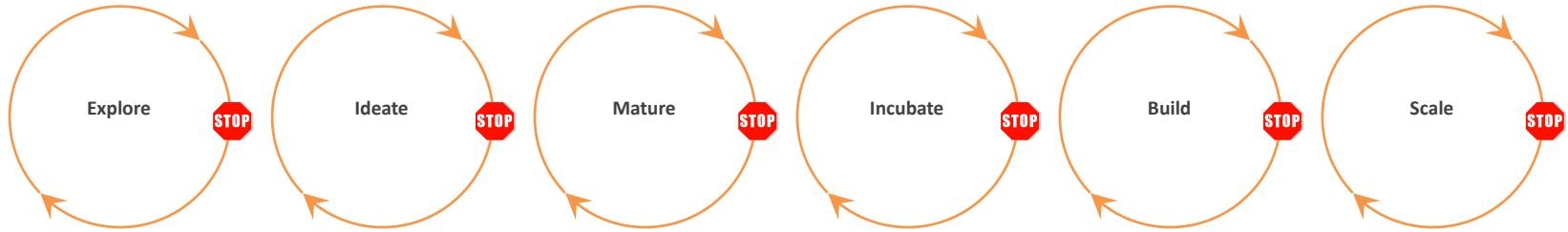
EXECUTION



The Innovation Journey

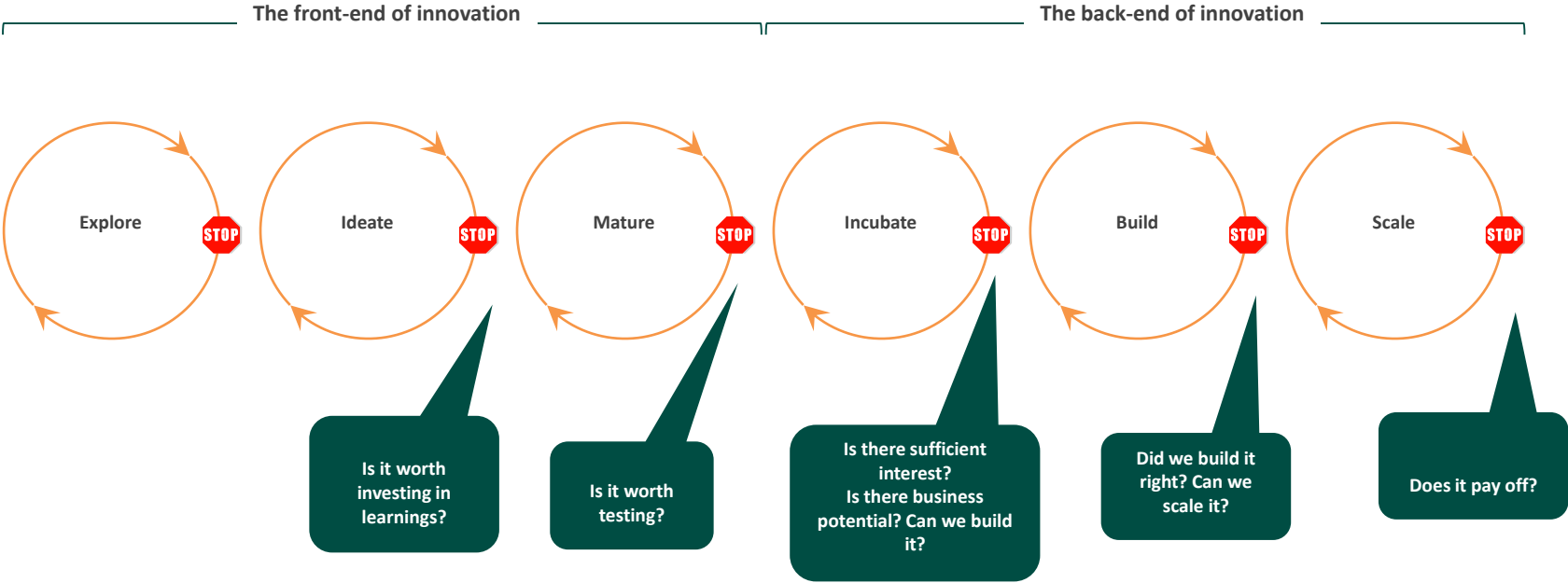
The front-end of innovation

The back-end of innovation

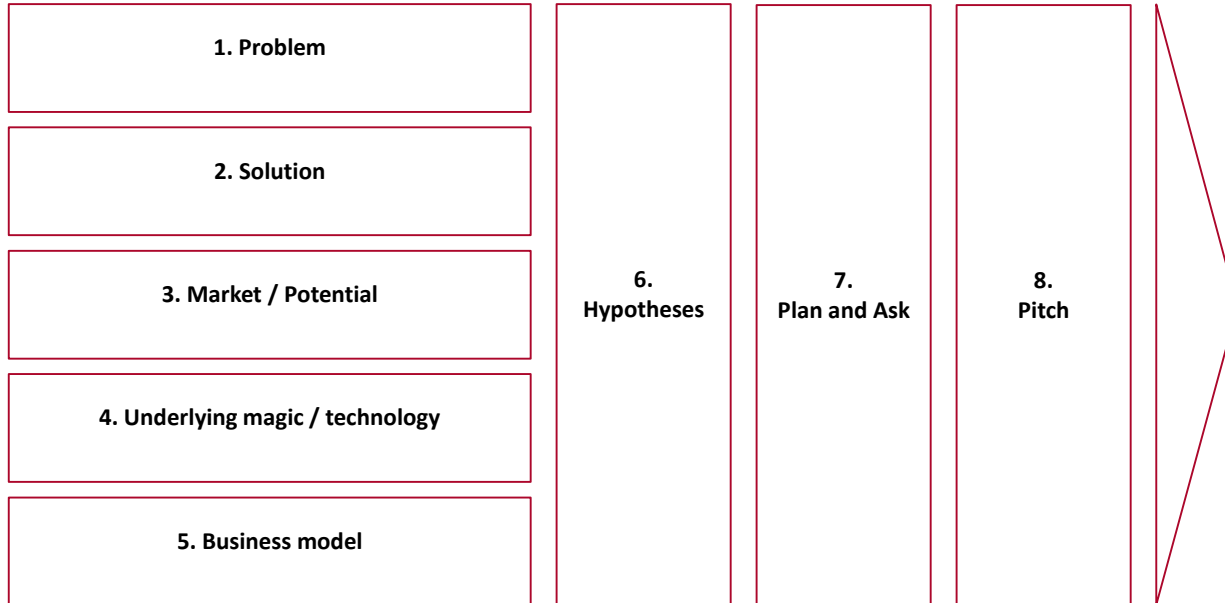


The Bootcamp

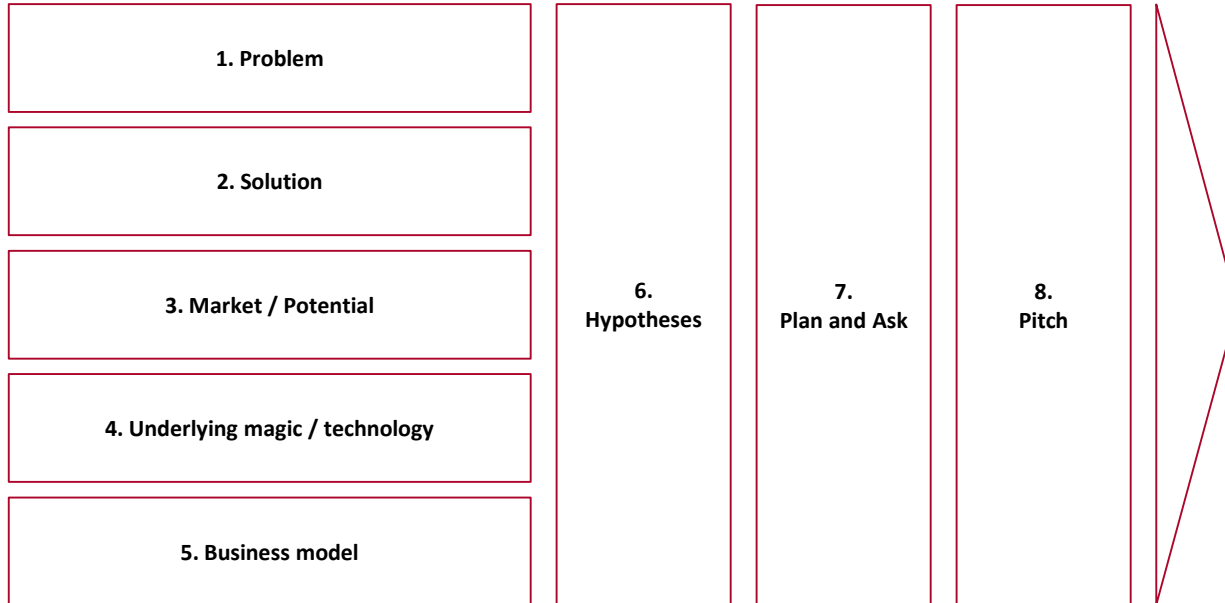
The Innovation Journey



Idea Maturation Framework



Idea Maturation framework



Idea Maturation framework

