



## IoT Innovation Garage:

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### Scenario:

A customer wants to develop new ideas with their own colleagues and experts from the IoT+ Network, test them with real users and possibly build prototypes, and develop a business model.

Questions for this could be:

- “How can we make our business model more innovative with IoT solutions?”
- “What new business opportunities can IoT offer us?”
- “What new customer needs can we address with IoT solutions?”

### Proposal:

The client and the IoT+ Network each send 2-4 colleagues to the IoT project garage for a specific period of time to engage in a structured process of the innovation challenge defined by the client. Depending on duration and scope, this includes but is not limited to:

- THINK: What innovation strategy fits the company?
- IDEATE: Idea generation and initial testing with real user feedback in formats such as Design Thinking, Google Design Sprints, Open Space, etc.  
Optional: Presentation and selection of the best ideas in pitch formats (“Dragons’ Den”).
- VALIDATE: Testing of the selected ideas for feasibility, economic viability, and desirability (from the user perspective), if necessary prototyping in hardware and software
- BUILD: Development of a marketable product / service
- SCALE: Scaling of the new product / service

### Format:

Project garage – from 2 weeks to 3-6 months (if necessary for pure design sprint: up to 1 week)

### Result:

The customer receives a prototype for the new IoT solution tested with real users incl. the perspective for a possible new product and its scaling potential.

In addition, the customer's team learns valuable innovation methods and techniques.

In a further cooperation, the piloting of the new idea and, if necessary, the further development to series maturity is also possible – both in terms of software development and hardware production in small series.