

# The assignments question 4-6

1-1,5 a4 hand in



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# Question 4: Organizing innovation

- Organizing innovation in Maersk
- What is a **stage gate** model and how can Maersk Oil use it?
- What methods from the camp can be used by Maersk oil?

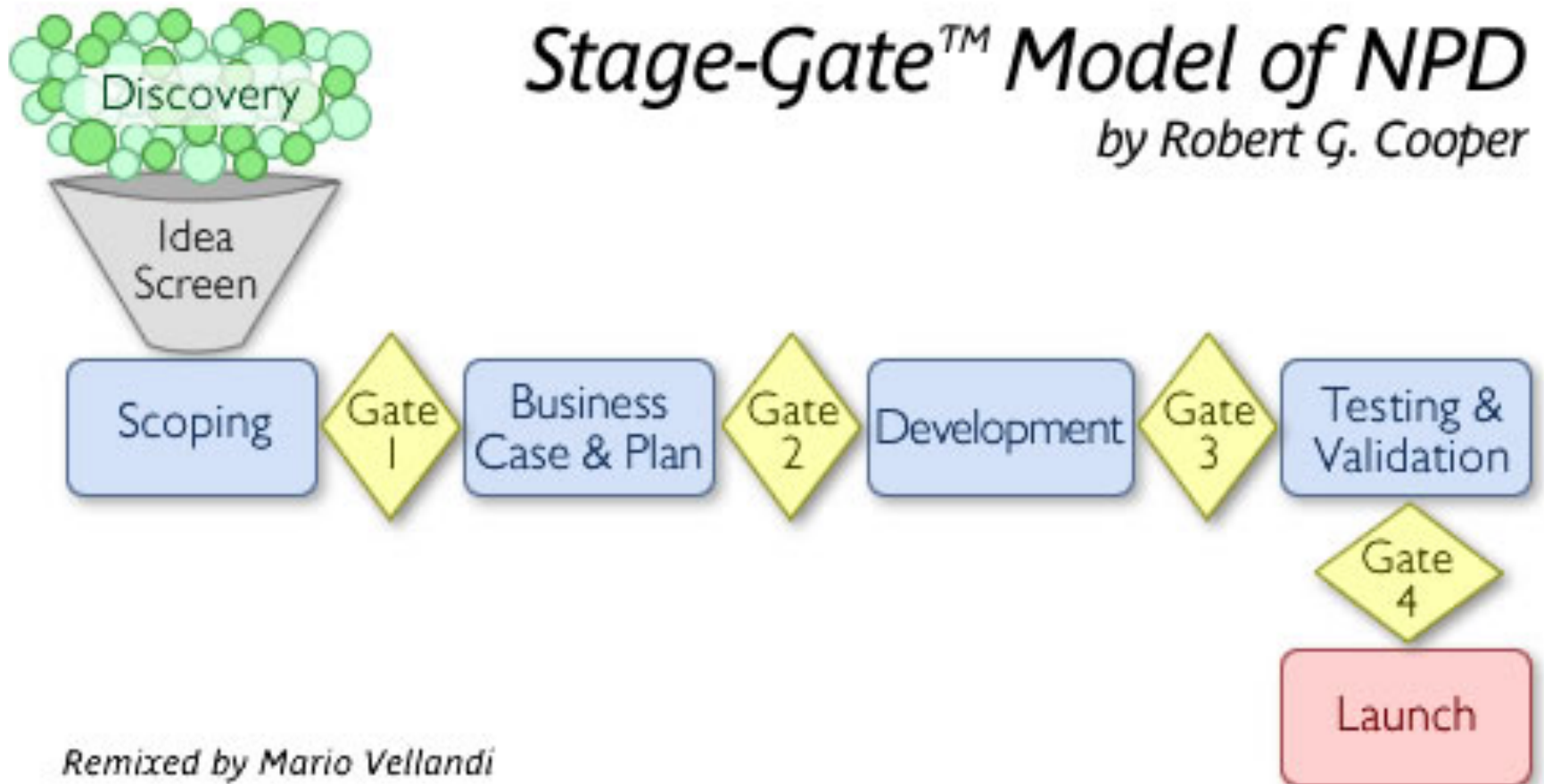


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# Stage gate model



# Question 5: Organizing innovation

- Organizational barriers
  - Describe what you have found of barriers in the Maersk organization for introducing new innovations
  - How to overcome them?



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# Question 6 – Business Case

## Genoptræningsforløb i eget hjem

| Udgifter <u>uden</u> Virtuel Genoptræning®             | 1. måned | 2. måned | 3. måned | Samlet        |
|--|----------|----------|----------|---------------|
| Visiterede indebesøg á 680,00/t (3 x 30 min/ugen***)   | 0        | 0        | 0        | 0             |
| Visiterede hjemmebesøg á 971,00/t                      | 3.884,00 | 3.884,00 | 3.884,00 | 11.652        |
| Visiteret befordring****                               | 0        | 0        | 0        | 0             |
| 5 ekstra liggedage á 1.713,00 for borgeren på EDR***** | 8.565,00 | 0        | 0        | 8.565         |
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| Udgifter <u>med</u> Virtuel Genoptræning®                        | 1. måned | 2. måned | 3. måned | 4. måned | Samlet      |
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| Visiterede indebesøg á 680,00 (kontrolbesøg + online opfølgning) | 1.360,00 | 1.360,00 | 0        | 0        | 2720        |
| Visiterede hjemmebesøg á 971,00                                  | 0        | 0        | 0        | 0        | 0           |
| Visiteret befordring****   | 0        | 0        | 0        | 0        | 0           |
| Licens WelfareDenmark á 450,00/md                                | 450,00   | 450,00   | 0        | 0        | 900         |
| Licens 30 funktionsøvelser á 15 kr./dag                          | 450,00   | 450,00   | 0        | 0        | 900         |
| Opsætning / Nedtagning   | 0        | 0        | 0        | 0        | 0           |
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15.697

# Question 6: Business case

- Pro and cons will be sufficient at this point
- However if you have kind of estimates of Investment vs. costs – then put them here and perhaps also in the presentation



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# Question 7: Internal Marketing

- Intern marketing of your innovation in Maersk
  - Who should be your targets group (s)?
  - What should be the Value proposition to them.
  - What should be the storytelling in the Maersk organization about your innovation



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# Question 7 – Internal marketing

What channels should be used when and how?

- Emails/newsletter to all in the company
- Small go-home seminars
- Personal talk with colleagues (who and what to tell)
- Training/education in the innovation
- Others initiatives



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# The presentation



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# The elevator pitch

Just for inspiration



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# The Elevator pitch

- 2 minutes precise and convincing sales pitch
- To get to talk with MR. BIG
- Used on several occasions
- Have it in your pocket 😊



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# Elevator pitch

Set the scene – Mr. Big in the elevator!

- The PAIN! (what problem?)
- Your value proposition  
(saved money, no big changes, proof of concept)
- Action!



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# Video

- <http://www.youtube.com/watch?v=Tq0tan49rmc>



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# The real presentation

- You got 3 minutes
- Visualize your idea
- Argue for your idea

Perhaps use elements from the elevator pitch

Starts at



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# Deadline

- Hand in pages on [ubl@easv.dk](mailto:ubl@easv.dk) at 15.30
- Remember group number and names

## Friday

- Hand in presentation at USB 9.15 Friday
- Presentation 9.15
- 11.30 winner and lunch - networking
- 12.00 End of camp.



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