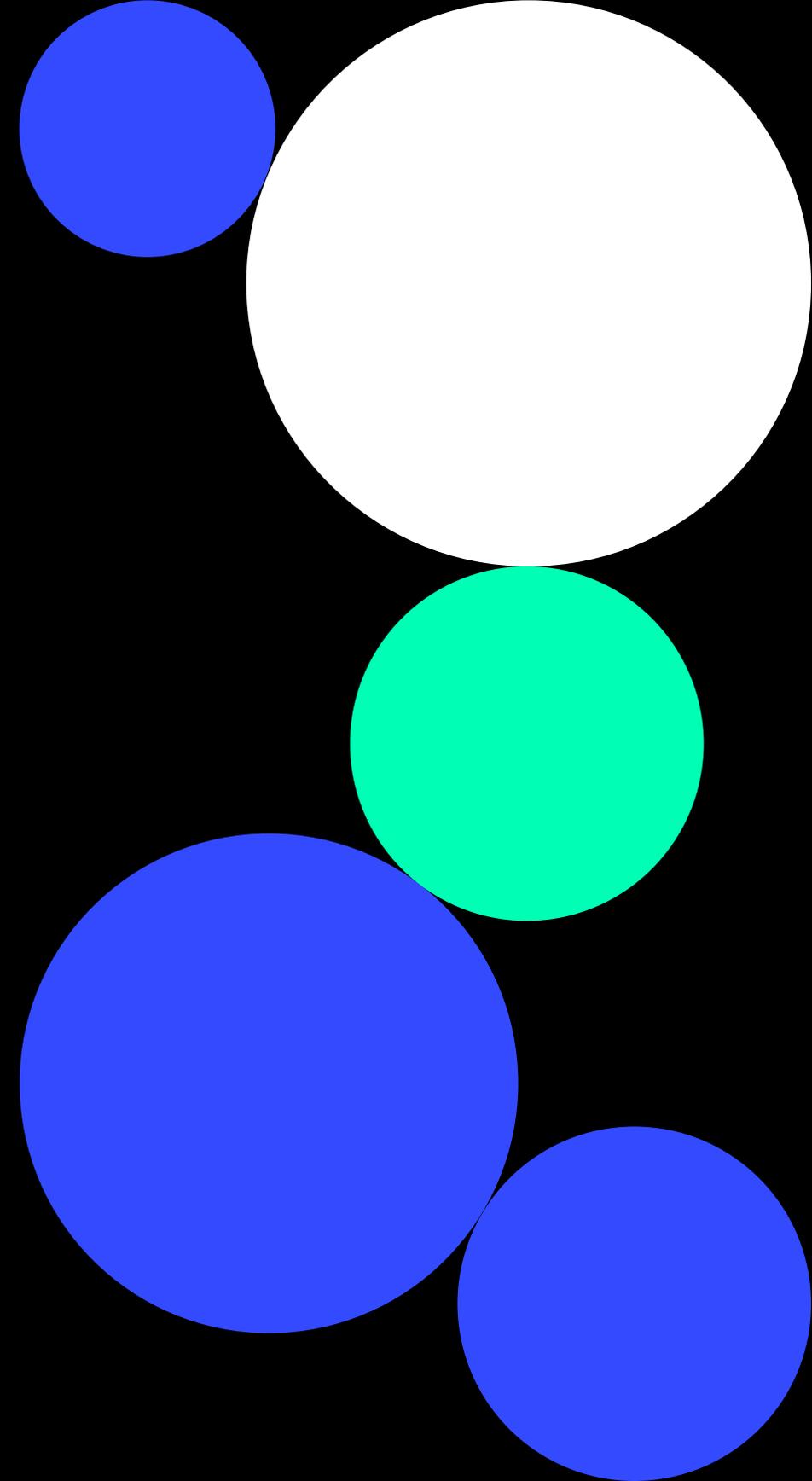


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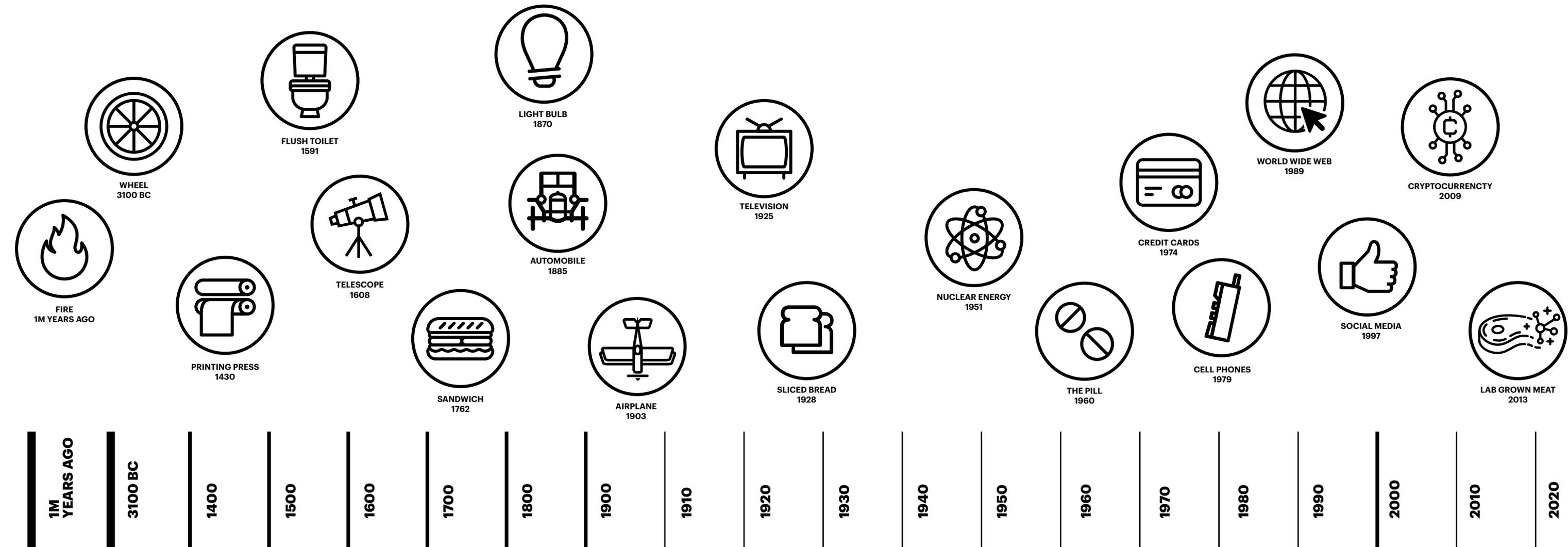
# Winnovation Factors

Five Criteria for  
Innovation Excellence



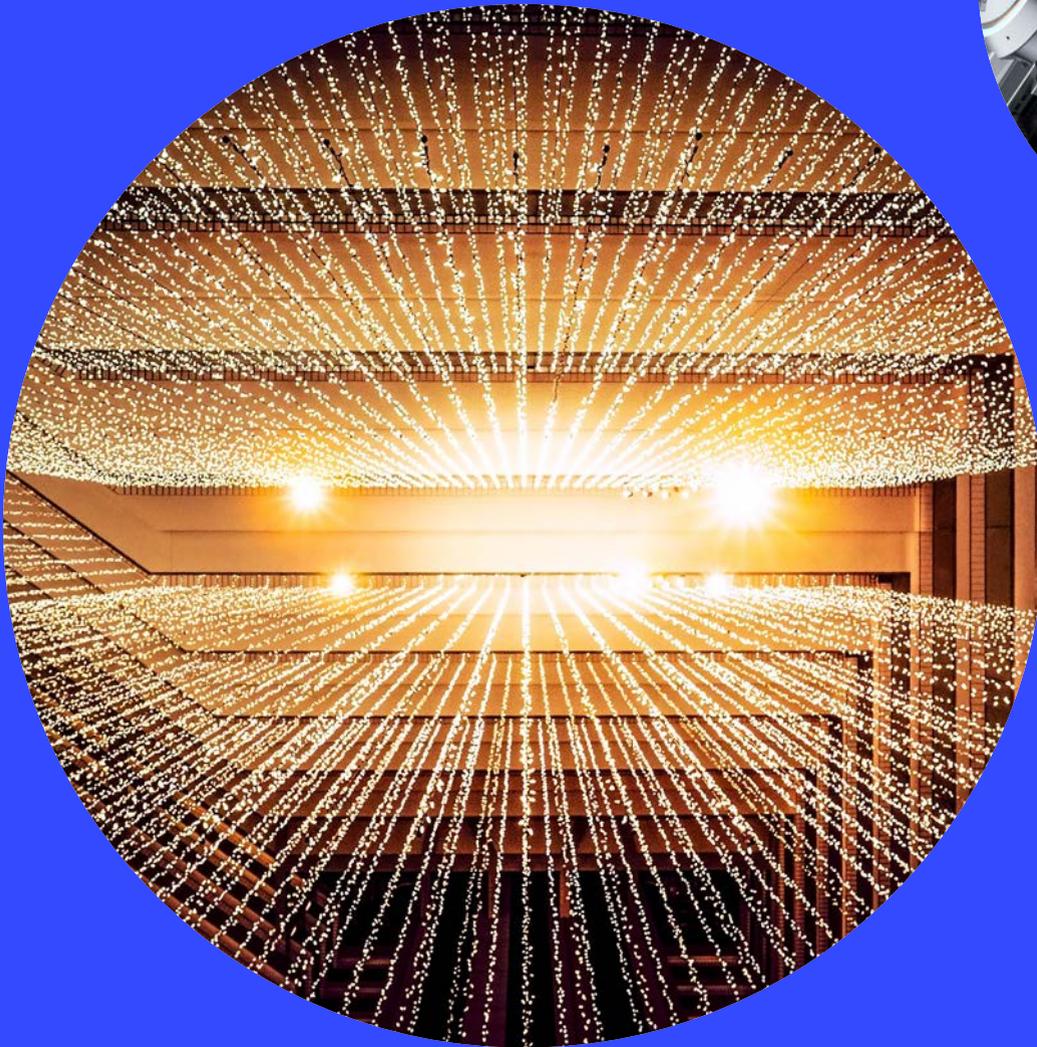
# Innovation changes our lives.

The history of humankind is the history of innovation. Where would we be without fire (1 million years ago)? Or the light bulb (1870s), now the universal icon of innovation? Or the internet (1980s)? Thanks Al Gore. The pill (1960) changed the world as a pharmacological precursor to the Summer of Love (1967), and the blue pill (1998) keeps things rocking for this cohort today. We don't want to reinvent the wheel (31,000 BC), but it would be nice to spin out the next Uber (2009).



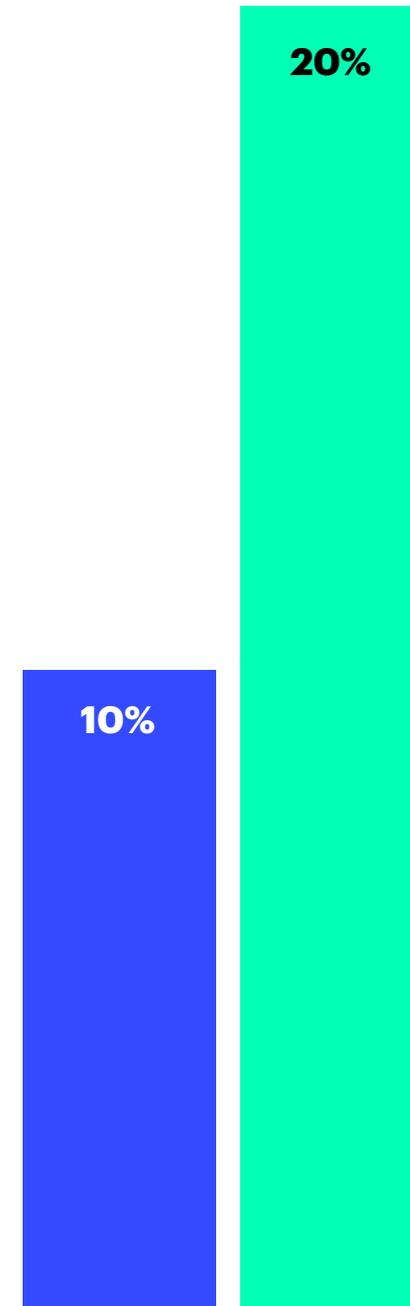
# Innovation is hard.

There are oodles of stats on the subject, and the numbers aren't pretty — about 90% of innovations fail soon after launch. But when you take a closer look, it seems many of these failures suffer from self-inflicted wounds. Some are admittedly chindogu (1894) that just won't sell well. But far too often, failed innovations are simply failing to answer enough basic questions: What is it? Who is it for? When is it for? Where is it for? How is it different? Why should I buy it?



# A little improvement goes a long way.

The good news is a little improvement on better answers to basic innovation questions can go a long way. If we simply reduce innovation failure from 90% to 80%, it means our success rate goes from 10% to 20%. So, being a little less bad means you'll be twice as good as the competition.

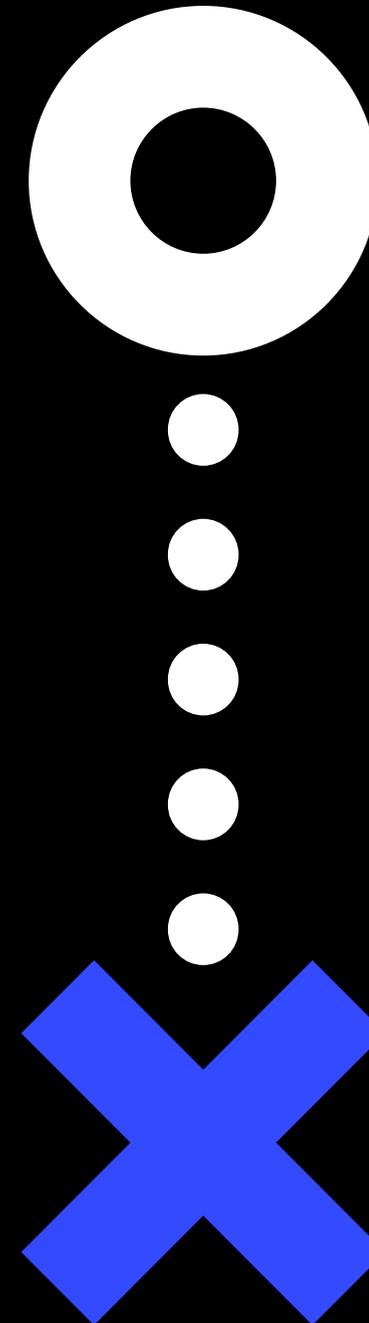


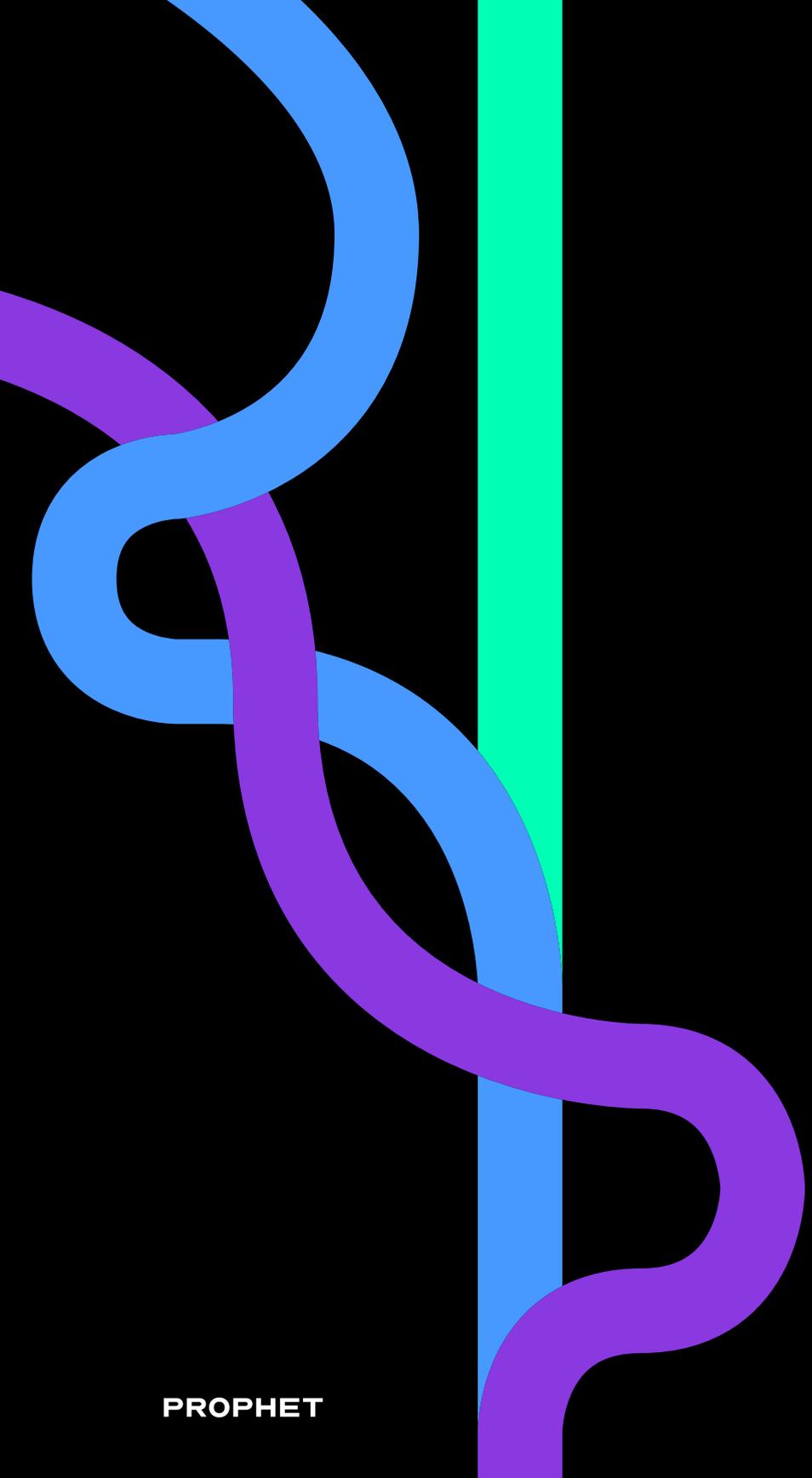
**2x**  
the success  
by failing a  
little less

# Technology moves fast. Human needs change slowly.

As we think about better ways to innovate, we need to be careful to avoid the speed trap between an evolution of human needs and a revolution of solutions.

Maslow's Hierarchy of Needs (1943) is as valid today as it ever was. But presto chango technologies such as 3D printing (1983) means we can increasingly tease human desire in novel (and sometimes baffling) ways. Innovators need to be out in front of the public, or else they aren't innovating. But innovators also need to create an intelligible bridging story if the innovations they're pimping are way out there.





# We need to be mindful of how cultural context comes into play.

There are many signs that our hi/lo world bordered by ivory towers (1837) and tin-roofed favelas (19th century) is in flux. The postmodern paradigm (late 1950s) of ironic playfulness is morphing into a post-postmodern paradigm of pragmatic idealism. As we step off the coronacoaster and onto (what we hope is) a new Roaring 2020s joyride, it's critical that businesses innovate in ways that leverage how echoes of the pandemic will remain endemic in the future.

As always, the winners have been the most innovative in responding to changing market dynamics and consumer needs — putting momentum behind ideas that create the most sales energy, scaling production when the time is right, demonstrating cultural resilience in sometimes plummeting conditions and showing agility through the loop-de-loops of competition.

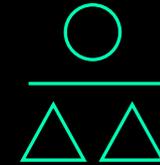
# The 5 Winnovation Factors

Prophet works with enlightened, innovation-driven companies of all shapes and sizes across a spectrum of categories and markets. We've distilled what we've learned from our work (and what we've observed to work in the marketplace) into five winnovation factors.

The fab five should NOT be thought of as a super-strict checklist, but instead be thought of as guidance towards creating winning innovations. They work individually and collectively to raise an organization's innovation game to a higher probability of success. They do it all from informing answers to basic buyer questions to inspiring disruptive ideas that surf pop culture tsunamis.



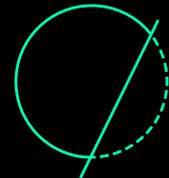
**01**  
High Concept



**02**  
New Platform Development



**03**  
Multiplying Needs



**04**  
80:20 Familiar:Strange



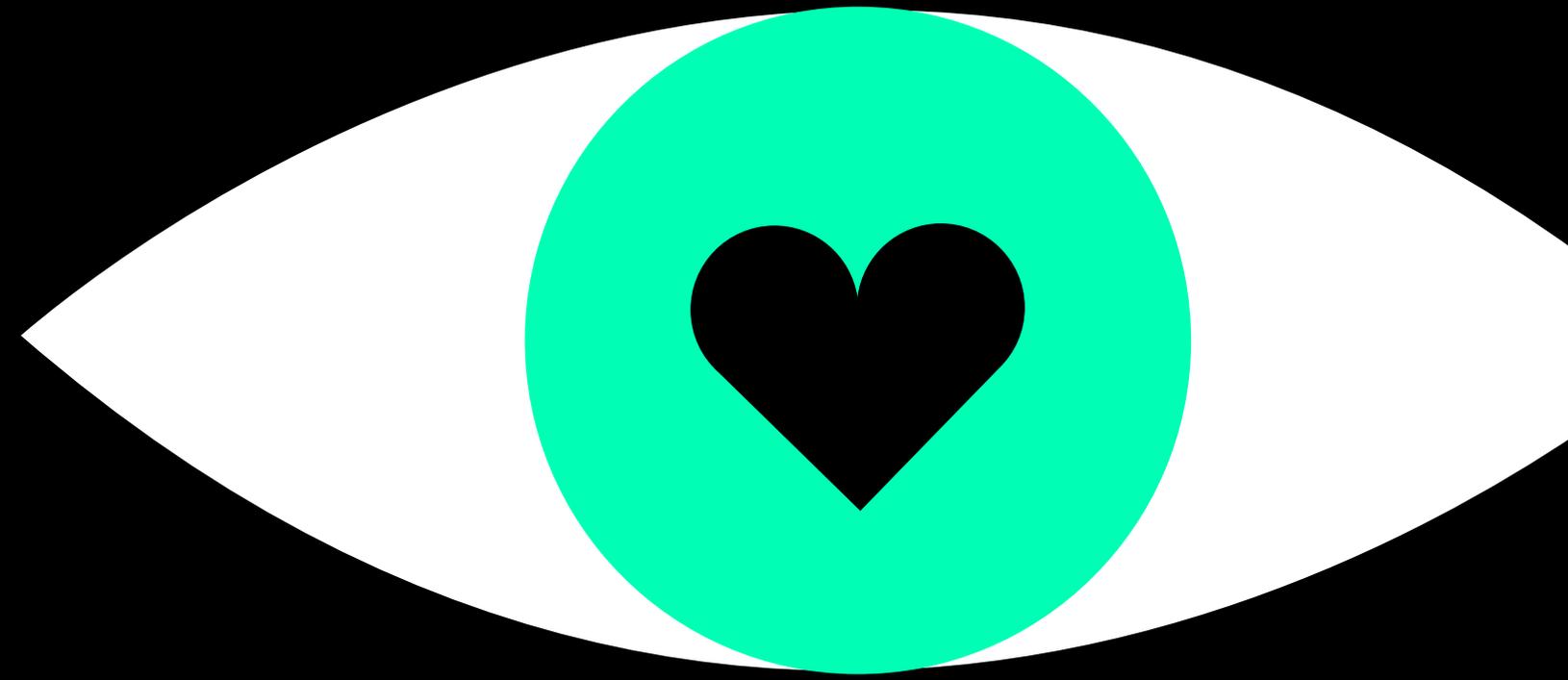
**05**  
Human End-to-End

01

# High Concept

Innovation should be rooted in an intuitive High Concept that helps people understand what the innovation is all about...in an engaging way. High Concepts are often expressed through name and / or design elements. Snapchat (2011) flipped the social media script with a 'Disappear Without a Trace' concept that ran directly counter to the Facebook (2004) concept of

being a permanent 'Book of Your Life' — be a ghost (to your parents) vs. show your face (to the world). The High Concept definition says it all: A simple and often striking idea or premise, as of a story or film, that lends itself to easy promotion and marketing. What could be better than striking ideas and easy marketing? High concept thinking is a powerful concept for innovation.

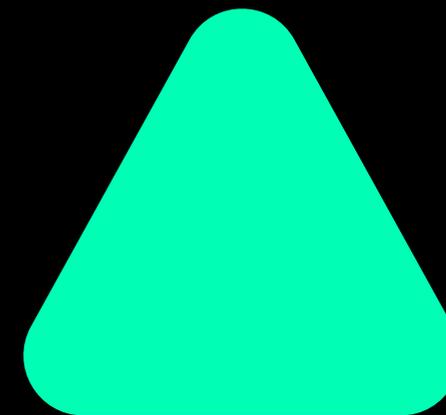
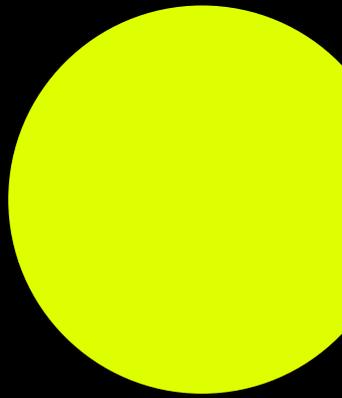
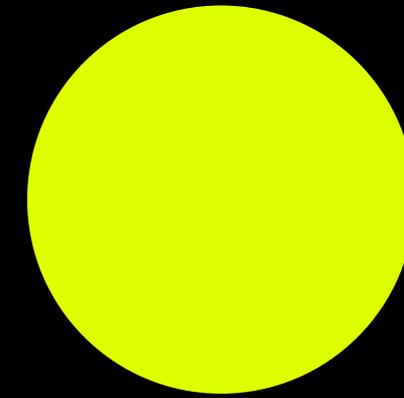


02

# New Platform Development

Changing the NPD game from new product development to new platform development means treating innovation as a living system that spans (and spawns) multiple products and / or services. Oreo (1912) kept its cookie dynasty from crumbling over the years by flexing a dynamic platform system

that innovates with a defined set of variables — ranging from the dimensions of the outer sandwich to the amount and flavor of the cream filling. Whenever you innovate something new to the world, treat it from the get-go as a platform that can be leveraged in a variety of ways for future growth.

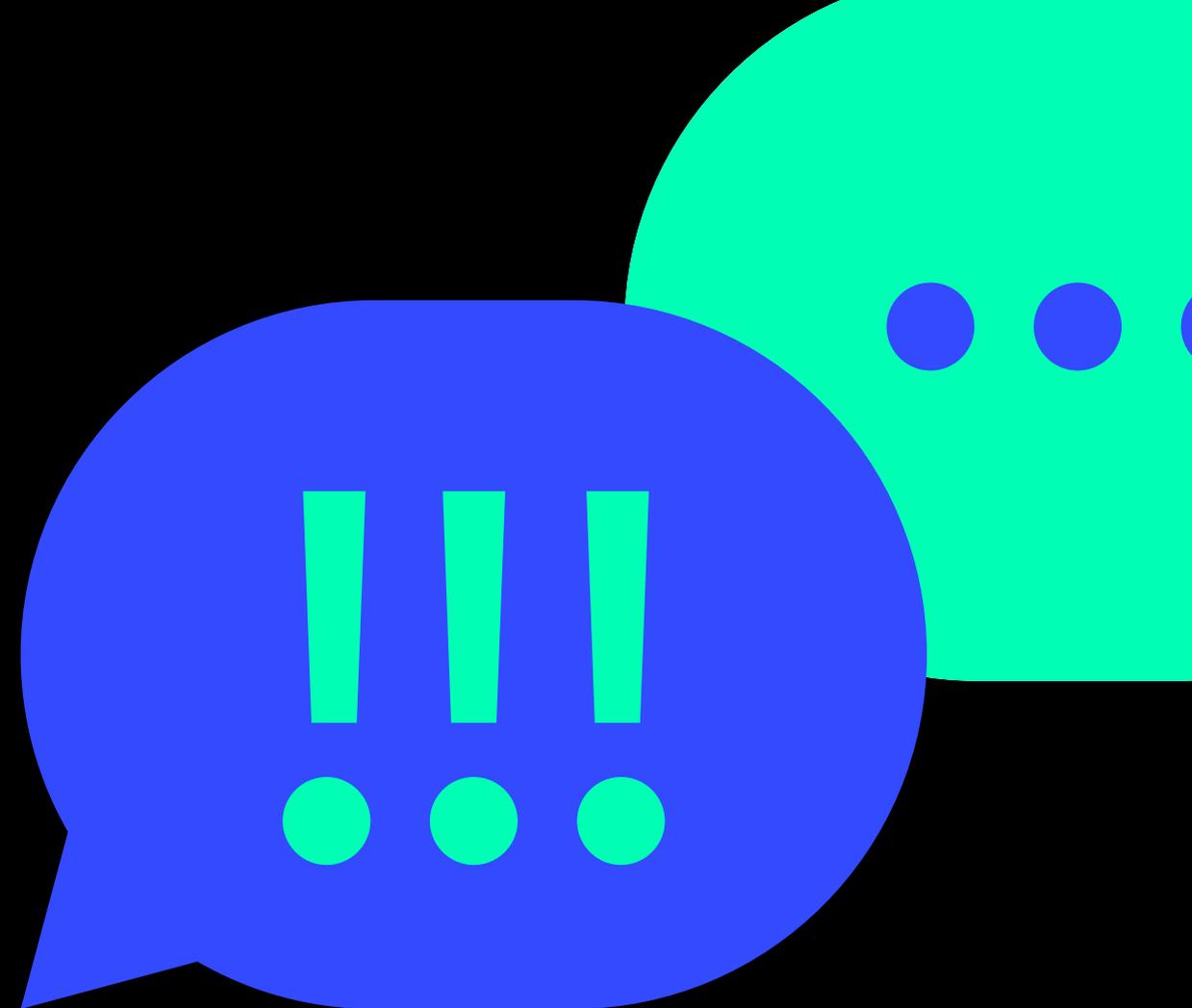


03

# Multiplying Needs

Many contemporary innovations are one-upping their unique selling proposition ancestors. Increasingly, new innovations are purpose built to (over)deliver against multiple needs to elicit mind-blowing experiences from the jump. The 'meal kit' company Gousto (2012) thought inside the box to build a

box subscription meal kit business that delivers everything from the most basic human need for sustenance to auto-ordering convenience to directions for cooking up a 'flow' of self-expression in the kitchen. 'Multi' is the new 'uni'...'and' is the new 'or'.



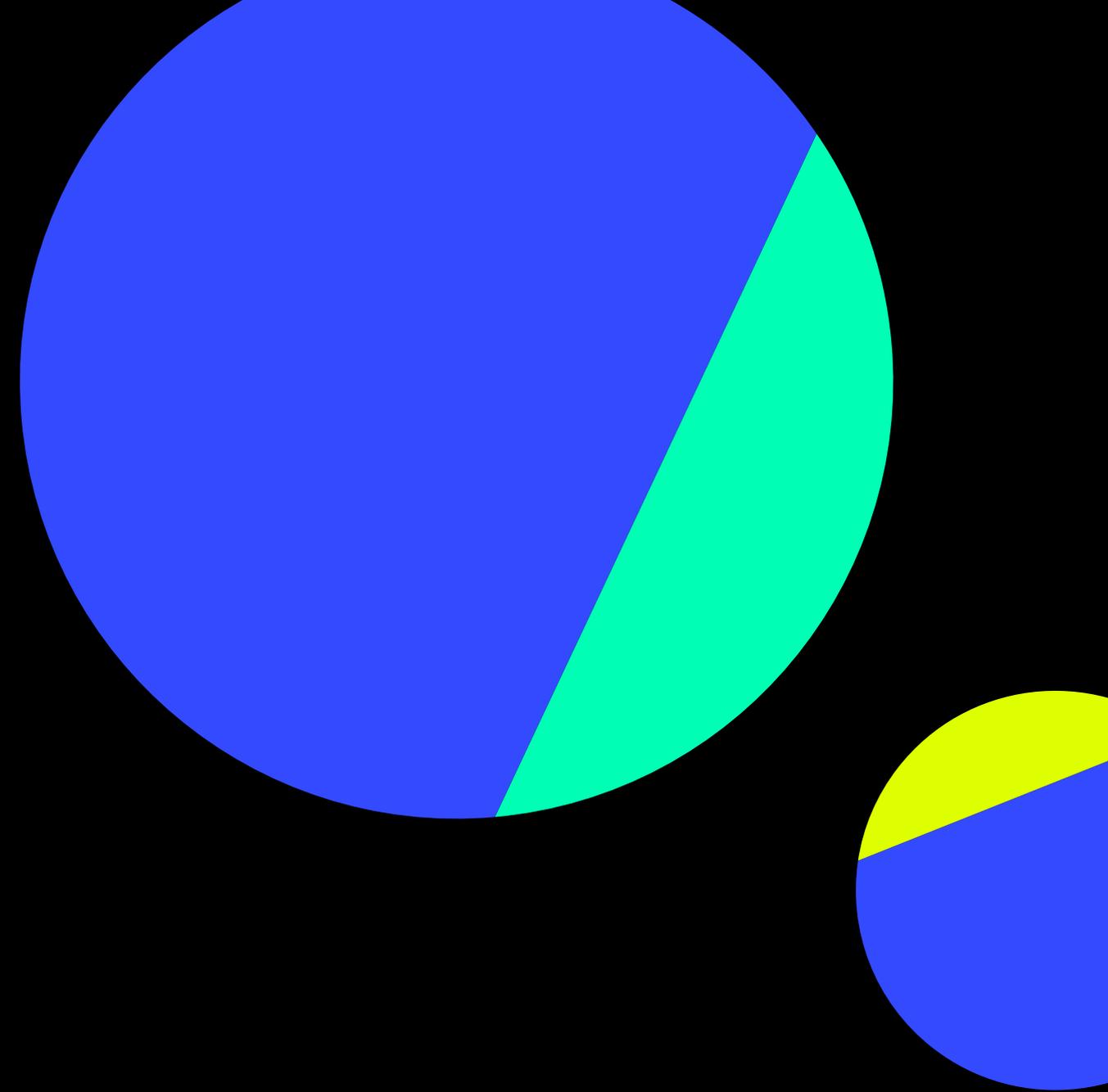
04

# 80:20

## Familiar:Strange

Most consumers want a twist on the known in their innovations. If something is too familiar, there isn't much reason to buy it. If something is too strange, mass consumers will reject it as something only good for freaks. The world foodie phenomenon of the cronut (2013) got the balance right. The famous donut (1847) ring made out of

croissant (1839) dough brought the Dominique Ansel Bakery (2011) a lot of dough. The innovation advice on the 80:20 factor should feel strangely familiar. If an innovation is highly familiar, add some strangeness. If an innovation is strange, make it feel more familiar.

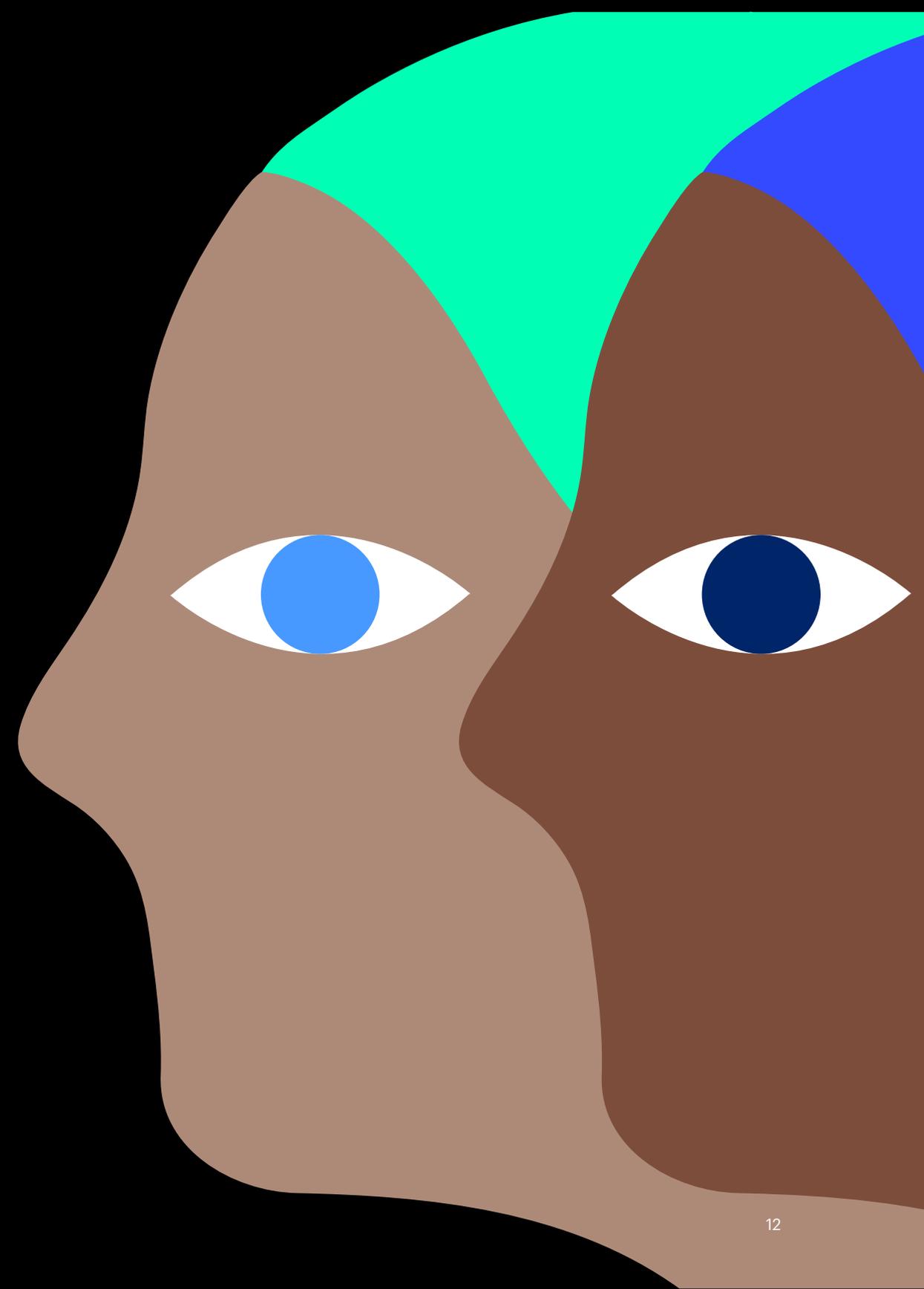


05

# Human End-to-End

Innovations are no longer thought about simply as isolated goods. Instead they're increasingly thought of as end-to-end systems in time and space. And the best of these systems recognizes the human front and center in the 'end to end'. Apple (1976) pips most lifestyle tech companies to the post with a well-designed alpha and omega innovation experience play. There's an appealing unboxing ritual when you buy a new product, and the

company will often take your old product off your hands (literally) and apply its value against the price of this year's model. Nike (1964) runs a different play with a few signature innovations. Its Space Hippiie (2020) shoe made out of trash is part of an experimental project to move the company further down the path of closed loop sustainability. When it comes to the end-to-end in your innovation...just do it.



There you have it, now you know the winnovation factors. So it's time to start using them. Remember, they aren't Pokemon (1998) — you haven't 'gotta catch 'em all'. But in general, the more winnovation factors you have in an innovation the more likely it is to be successful.

We've worked with the winnovation factors across a wide range of categories including products, services and new business models. They're proven to make a difference. They make a difference in incremental product improvements. They make a difference in breakthrough category disruptions. They make a difference in innovation that lives in the physical world and innovation that lives in the digital world...and in innovation that lives in the hybrid phygital world.

The winnovation factors work. And the winnovation factors work even better when accompanied by the other innovation frameworks, exercises and approaches we have up our (rolled up) sleeves. If you're looking for an innovation partner to raise your game, we'd love to talk. We're always looking to help bake up the 'best thing since sliced bread (1928)'.

**The more  
winnovation  
factors, the  
better the  
likelihood of  
success.**

PROPHET

# Experience & Innovation Practice at Prophet

## Our Services:

Experience Strategy

Service & Touchpoint Design

Product Creation & Management

Business Model Design & Innovation

If you're thinking about how to best foster resilience in your company and would like to discuss these ideas and specific approaches further, please [contact us](#). We'd be delighted to help you to slingshot your organization towards a more resilient future.

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## About Prophet

Prophet is a digitally-powered, creatively-inspired consultancy that helps our clients unlock uncommon growth in the face of disruption. Unprecedented levels of change and disruption require new thinking and transformative approaches to growth. From purpose to product, brand to experience, customers to operations, we bring the insight, rigor and expertise needed to help our clients realize transformative opportunities.

Our global team combines insight, creativity, data and technology to help our clients unlock growth that is human-centered, transformative and durable. We are guided by a mission and set of values that are focused on a higher-order approach to growth. Our global footprint operates within a single P&L, enabling us to bring the right people with the right experience together to solve our clients' current business challenges from across our 12 global offices.

### Our Core Work:

Brand Activation

Experience & Innovation

Marketing & Sales

Organization & Culture

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Richmond  
San Francisco  
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