

IT HUB

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# Cases



# Cases:

## Physical Labs



### Liit Lab

An open innovation lab within a university allowing students to play inspirational content through headphones on a given challenge in order to ideate within the blow up lab.



### Technology solutions for the active ageing

Connecting startups and organisations to tackle the issues around the active ageing.



### Accelerator Lab for all

A digital prototyping lab within a MNC FMCG to build and rapidly test ideas related to digitalisation of points of sale and shopping experiences.



### Live prototyping Lab

A digital prototyping lab within a MNC FMCG to build and rapidly test ideas related to digitalisation of points of sale and shopping experiences.

## OUTPUTS

### Fostering a new way of working

utilising the latest thinking around innovation methodologies.

### Developing Proof of concepts

Experience prototyping physical and digital solutions across industries including B2B banking.

### Results Driven

Human centered approach to testing allowing business cases to be formed and validated in short space of time.

Cases:

# Intrapreneurship



## Innovation Factory

A tailor made intrapreneurship program involving workshops, hackathons, incubation and networking sessions to drive growth.



## Rollercoaster

A virtual intrapreneurship program supporting employees from a global banking institution to take their ideas to the next level.



## Risk Innovation

Driving innovation initiatives across Risk Innovation for BNPP in order to build a global community of intrapreneurs.



## Champion onboarding

Bringing together a community of champions to scale innovation activities globally across Risk Innovation for BNPP.

## OUTPUTS

### Engaging Employees

Driving engagement and motivating employees through innovation.

### Empower Employees

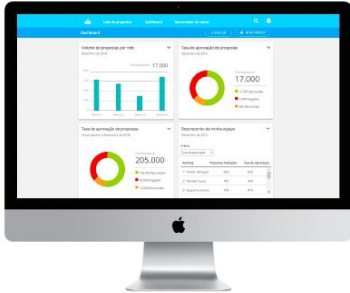
Spreading knowledge of methodologies such as Design Thinking in order to foster a new mindset, driving collaboration and innovative thinking.

### Acceleration of ideas

From incubation, a number of ideas have been taken forward into acceleration where further investment is injected to the idea in developing a scalable solution.

Cases:

# Digital Solutions



## Co-creating interface design

Collaborative design of a sales platform for the treasury team, with rapid user testing and agile IT development.



## Gamified communication platform

Digital platform created for an energy management company to improve the experience of training employees in the essential knowledge related to SAP system, ensuring a smooth transition and heightened engagement.



## Delivery lockers

Born from an intrapreneurship program, this project creates a new revenue stream for the client. The built and functioning prototype includes a digitalized locker that pairs with an app to facilitate grocery purchases.



## Humanised data to drive growth

Qualitative and quantitative approaches for a banking client to increase sales and engagement within a specific target market, by providing key knowledge to employees on what to sell to customers, how, where and when.

## OUTPUTS

### Successful change management initiatives

Implementation of successful change management initiatives through employee engagement.

### New tools as drivers of digital transformation

empower customers and stakeholders with new knowledge and bring value to the business.

### Engagement

Stakeholder and customer engagement through higher volume in sales, new capabilities and greater efficiencies.

Cases:

# Physical Toolkits



## Agile toolkit

Innovative and agile approaches to gathering requirements and achieving greater alignment between IT and the rest of the business.



## Ideation and future envisioning kits

Employee guide to generating ideas in order to build a business model ready for validation.



## Mapfre

Humanising insurance through a human-centered approach; designing a new digital and physical user experience for car insurance policy holders.



## CUSTOMER CENTRIC TOOLKIT

A kit to support employees to get closer to their customers by tackling specific challenge territories shown on the map.

## OUTPUTS

### New tools as drivers of transformation

empower customers and stakeholders with new knowledge and bring value to the business.

### Human-centricity

Ensuring organisation and their employees remain customer centric

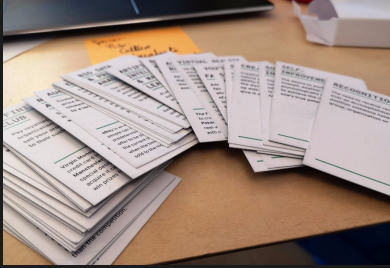
### Engagement

Stakeholder and customer engagement with improved user experience



Cases:

# Insight Generation



## Trend reports

Identification of trends affecting the banking and insurance industry and how to prepare for a changing future.



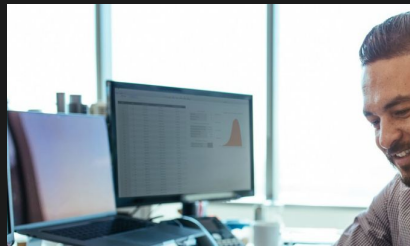
## Behavioural Studies

Behavioural study to better understand customers credit behaviour within the economic crisis and scope opportunities to offer a smarter credit analysis.



## Research project for a payments

Scoping opportunities for banking customers in Egypt; research was conducted to understand their relationship with money, banks and payment systems.



## Employee behaviour around Innovation

Research project within BP2S to understand the behaviours and attitudes towards innovation in order to design an entrepreneurship programme including workshops and physical toolkits to empower and engage employees.

## OUTPUTS

### Insight Generation

Generate an understanding of your users and key trends.

### Strategic Direction

Mapping of opportunity areas.

### Idea Generation

Mapping of potential ideas for further validation.



Cases:

# Digital Transformation



The new Digital Transformation Vice Presidency was born from an initiative that aimed to implement a new way of doing business. The Business plan included bold goals that have been pursued since 2017 and included a trip to Silicon Valley that culminated in pinpointing the agenda for the following year and the creation of an Intrapreneurship Program which encourages change from within with the new digital mindset.

## OUTPUTS

### **Culture Shift**

Engaging a 120 year old company into thinking digitally about their way of doing business.

### **Strategic Direction**

Structuring and mapping actionable steps by trimester towards becoming a more user centric and digitally engaged company.

### **Idea Generation**

Generation of new strategic areas that include Data Insight, a digitalized and data driven Customer Relationship center and automate D2C sales with new digital platforms and actions.