



# Hayiy Initiative

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**INNOVETY**  
unleash your innovation

# INNOVETY in a Nutshell



- A non-traditional boutique management training & consulting firm.
- INNOVETY **builds** the innovation management **capabilities** of individuals, teams and organizations.
- 150+ years of technological innovation and operational/financial experience (industrial/academic)

## Our clients:

- Businesses
- Government
- National & International Organizations



# Our Vision & Mission



## Vision

To make Innovation Management a critical business discipline in businesses and organizations in Egypt & MENA region

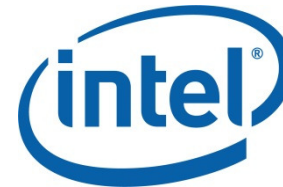


## Mission

- Create a unique innovative environment that will differentiate our clients from their competition
- Increase awareness of the community about the value of innovation and deliver world-class innovation services



# Sample Clients



+ Over 100 startups & SMEs

# Services



Innovation  
Certifications



Innovation  
Readiness  
Assessments

**IM<sup>3</sup>Prove**

**AT&T KEARNEY**

Innovation Training  
Series



Innovation  
Consulting &  
Coaching



Innovation  
Simulation Series



**Forio**

Innovation Policy &  
Competitiveness

**J.E. AUSTIN  
ASSOCIATES, INC.**

# Innovation Certification



Thousands of individuals from leading companies around the world have been certified across all three levels

ASSOCIATE'S CERTIFICATE	MASTER'S CERTIFICATE	VETERAN'S CERTIFICATE
ONE X 2-3 DAY WORKSHOP	THREE X 2-3 DAYS WORKSHOPS + AN INNOVATION PROJECT	SAME AS MASTER'S + TWO ELECTIVES
<ul style="list-style-type: none"> <li>• Innovation Strategy</li> <li>• Innovation Capacity</li> <li>• Innovation Discipline</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation Strategy</li> <li>• Innovation Capacity</li> <li>• Innovation Discipline</li> <li>• <b>Demonstration or Action Learning Project</b></li> </ul>	<ul style="list-style-type: none"> <li>• Innovation Strategy</li> <li>• Innovation Capacity</li> <li>• Innovation Discipline</li> <li>• <b>Demonstration or Action Learning Project</b></li> <li>• Elective 1</li> <li>• Elective 2</li> </ul>



**INNOVATION STRATEGY:** Why, Where and When to Innovate?

**INNOVATION CAPACITY:** How to Innovate? With What People and Resources?

**INNOVATION DISCIPLINE:** What Leadership, Culture and Metrics to Innovate?

# Our Experiential Training Workshops



Creativity & Idea Generation

Problem Solving & Root Cause Analysis

Strategic Management of Innovation

New Product Innovation

Culture & Process Innovation

Business Model Innovation

Learning Innovation





# Innovation Simulation Series



Project Management: Balancing Scope,  
Resources and Schedule

Time to market on time, budget, resources &  
schedule

Strategic Innovation  
Management

Risk, resource requirements, product performance,  
investment timing, & end-market opportunities for  
new technology



Forio

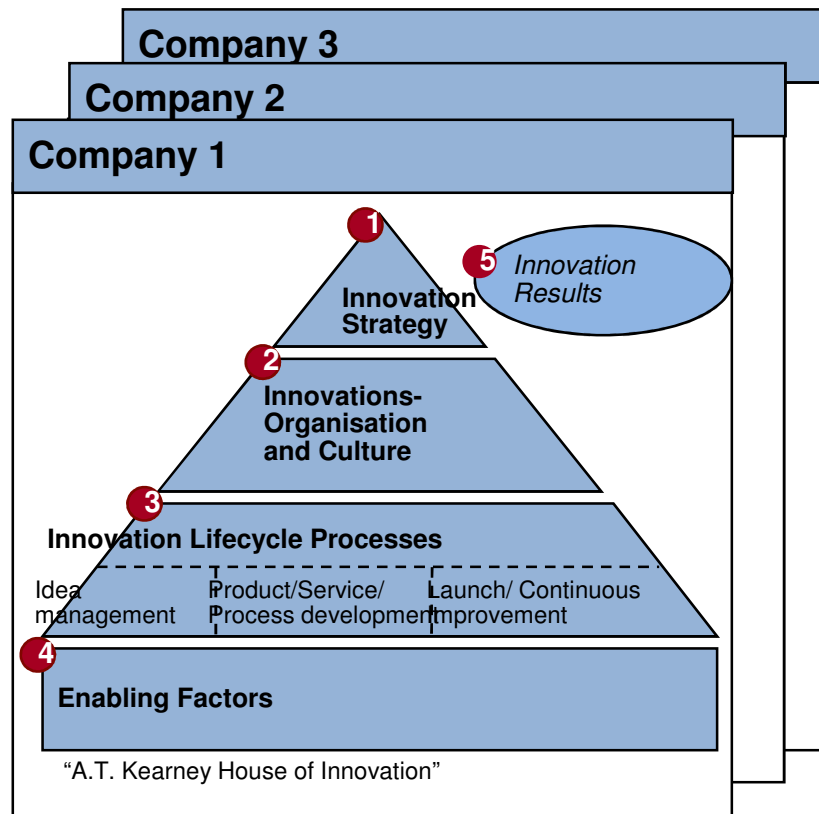


# Innovation Readiness Assessment



- *How can I measure innovation?*
- *How innovative am I compared to my industry peers?*
- *Where are my strongest and weakest links in my innovation chain?*
- *Do I have a balanced innovation portfolio that can sustain my growth?*
- *What are the root causes to my operational weaknesses?*

# Innovation Platform



## Description

- 1 Innovation Strategy**
  - Vision and strategic focus on innovation
  - Implementation of strategy
- 2 Organisation and Culture**
  - Roles and responsibilities
  - Organisational structure
  - Organisational culture and climate
- 3 Innovation Life Cycle Processes**
  - Idea management
  - Product/Process and Service Development
  - Launch and Continuous Improvement
- 4 Enabling Factors**
  - Project management
  - Human Resources and Incentives
  - IT and Knowledge Management
- 5 Innovation Results**

# Innovation Platform



**The definition of the growth champions focuses on sustainability**

- Highest rate of income growth
- Highest growth in operational margin
- Highest rate in growth of number of employees
- Highest contribution of organic growth
- Older than 7 years

Calculation of benchmarks

**Average score of the 10% best performers**

# Consulting & Coaching



## Goals

## Benefits

### 1. Assess Innovation Readiness

Positioning

How innovative am I compared to my peers?

### 2. Define Growth Strategy

Opportunity

How can I chart a path that will lead to repeatable growth through innovation?

### 3. Create Solid Business Models

Blueprint Business Models

How can I create new revenue streams and deliver value to new customers?

### 4. Create Superior Innovation Lifecycle

Learning Culture

How can I build internal culture to foster innovation?  
How can I generate quality ideas, transform them into new products/services ?

# What INNOVETY will offer Hayiy



Innovation Training

Coaching & Mentorship



# Thank You!

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