

EL/WLA SEMINAR

All Innovators

Intrapreneurship for safer, smarter play

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WHAT INTRAPRENEURSHIP MEANS

Turning internal insights into validated innovations



INTERNAL FOUNDERS

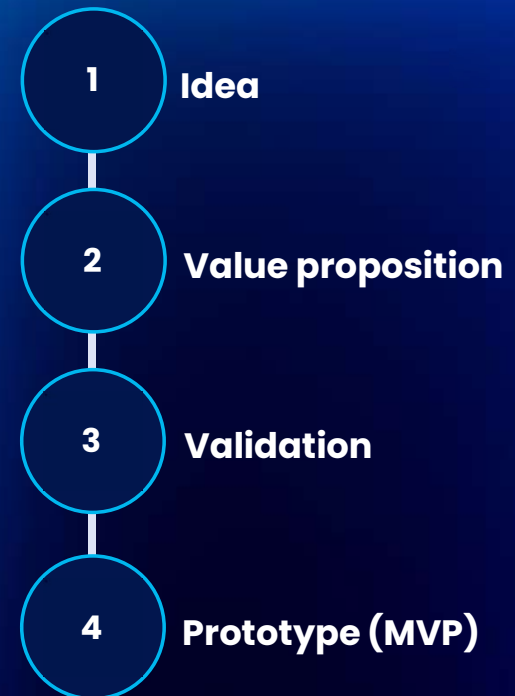
Employees act as internal startup, connecting business priorities with customer and operational needs.



STRUCTURED JOURNEY

A structured 14-week incubation journey that takes high-potential ideas from concept to validation.

Not a Call for proposals **A structured build-and-test journey, boosting internal innovation capabilities and culture.**



ALL INNOVATORS: JOURNEY AND KEY NUMBERS

From 46 ideas to 5 projects ready to innovate Flutter SEA

46

IDEAS

158

INTRAPRENEURS

20%

SUSTAINABILITY IDEAS

10

IDEAS IN PRE-
INCUBATION

5

FINALIST IDEAS

Lean Startup framework · 5 weeks pre-incubation + 9 weeks incubation

01

JAN – FEB

Call for ideas

From all 3 Flutter SEA brands

02

MARCH – APRIL

Pre-incubation

5 weeks to turn a concept into value propositions

03

APRIL – JUNE

Incubation

9 weeks to turn value propositions into validated tangible solutions

INTERNAL

INCUBATED CONCEPTS

Innovation opportunities emerged across business, operations and sustainability



Business innovation

New **growth opportunities** across **customer experience**, **digital products** and **emerging entertainment models** like prediction market.



Process innovation

Operational efficiency and employee productivity initiatives powered by **automation**, **AI agents** and **data-driven decision making**.



Sustainable innovation

Player awareness engagement system

RESPONSIBLE GAMING ANGLE

Intrapreneurship isn't just about faster processes or new business lines, it's also how organizations innovate responsibly, protecting players as naturally as we safeguard the future of our business.

Empowering awareness through innovation

PROBLEM STATEMENT WE STARTED FROM

Players generate vast amounts of behavioral data, yet often have limited visibility into their own gaming patterns

KEY DRIVERS



Data as awareness

Gaming data becomes a tool for transparency, trust and customer awareness.



Value returned to players

Player-generated data is translated into meaningful insights that help customers better understand their gaming habits.



Beyond rewards

The hypothesis is that greater player awareness can create value for both customers and long-term engagement.



Validated signals

Initial exploration suggested that awareness itself could be a powerful complement to traditional reward mechanisms.

**RESPONSIBLE GAMING
INTRAPRENEURSHIP CONCEPT**



FLUTTER SEA · OPEN INNOVATION

INTERNAL

The Flutter logo, featuring a stylized 'F' icon followed by the word 'Flutter' in a sans-serif font, with a trademark symbol (TM) to the upper right.

FlutterTM

**SOUTHERN EUROPE
& AFRICA**

Thank you!