Hosted by
CAMELOT

DECEMBER 5 — 6, 2016
LONDON, UK

INNOVATION

THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

Venue

DECODED
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LEARN LEAN AND PUT "*START-UP SPIRIT*" INTO ACTION IN YOUR LOTTERY

INNOVATION WORKSHOP PROGRAMME

Monday, December 5

Identifying and Validating Customer Problems (Problem Fit)

08:30		Working documents presented to the participants at the EL Welcome desk in front of the meeting room and breakfast buffet available.
09:00 - 09:15	*Context setting*	Introduction to the day, the EL Innovation Working Group and why we are here.
09:15 - 10:00	*Disruptive innovations*	Presentation on the patterns of innovation and case studies from different industries eg. Uber, AirBnB, Raffler...
10:00 - 10:30	*Agile* - Albion	Overview and how applied through scrum.
10:30 - 11:00	*Design Thinking* - Albion	Overview and how applied through Google Design Sprints.
11:00 - 11:15	*Set the brief*	Each team is a start-up and must come up with a big idea to meet the brief.
11:15 - 11:30	*Peer 2 peer interviews*	Come up with three questions and interview colleagues about your area of interest.
11:30 - 11:45	*Personas, pains & gains*	Create a persona for your customer and identify their motivations, pains and gains.
11:45 - 12:30	*Customer journey*	Understand the importance of customer journey mapping and the touch points you have with the consumer.

12:30 - 13:00   Lunch

13:00 - 13:15	*Prioritise assumptions*	Identify the assumptions that are implicit in your idea and prioritise them.
13:15 - 14:00	*Interviews*	Get out the building and speak to real potential customers on the street.

14:00 - 14:30   *Ideation*
Use the data and insight from the interviews to come up with an improvement to one part of the customer journey, to enhance the user experience.

14:30 - 15:00   *Introduction to types of experiments*
Which experiment do you use, and when? What sort of methodologies are out there to confirm specific hypotheses?

15:00 - 15:30   *Landing page experiment*
Identify an assumption and create a landing page, using a free digital tool.

15:30 - 16:00   *Optimise landing page UX*
Use the five second test and an online tool to optimise the user experience of your landing page.

16:00...   *Growth hacking*
Create a Facebook advert to get your landing page out to real consumers and test whether your perceived pain is real. Run the experiment overnight.

An evening in the Secret Garden   *hosted by* CAMELOT

19:00 - Meeting at the hotel reception of the **South Place Hotel**,
      3 South Place, London EC2M 2AF

Tuesday, December 6

Iterating your Product/Service (Solution Fit)

09:00 - 09:10   *Introduction*
Decoded Introduce the day

09:10 - 09:30   *Case study* - Camelot
How these new ways of working have been implemented, and the results.

09:30 - 10:30   The Bakery discuss their approach and tips for working with start-ups.

10:30 - 11:00   *Measuring experiments*
A look at common metrics, benchmarks and setting your own minimum success criteria.

11:00 - 11:30   *Business Model Innovation*
Explore the Business Model Canvas and new ways to monetise your ideas.

11:30 - 11:45 *Data presentation*
How data can help create a more personalised service for customers.

11:45 - 12:15 *Concept video experiment*
Use an online tool to create a concept video to test your idea.

12:15 - 12:45 *Paper prototype experiment*
Create a paper prototype to test your idea.

12:45 - 13:00 *Elevator pitch*
How to create elevator pitches, and interact with real customers. Attendees will create their own elevator pitch of their proposition.

13:00 – 14:00 Lunch

14:00 - 14:30 *Test your experiments*
Get out of the building to test your landing page, concept video or paper prototype with real customers.

14:30 - 15:00 *Pivot, persevere or stop*
Use data collected through experiments and talking to customers, to make a decision on the future of your proposition.

15:00 - 15:30 *Prepare pitch and present*
Attendees prepare a pitch that talks through their process and learnings.

15:30 - 16:00 *Wrap up*
We will end the day with a discussion about the programme learnings and outcomes. How has the process shaped your projects? What would you do next? How will you apply the learnings to your day-to-day role?

End of the workshop

EL Lausanne 23.11.2016