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PRODUCT & SERVICES INNOVATION STRATEGIES

Strategic Design

- Lean Management & Lean Start-up
  - Build - Measure - Learn & Feedback
  - 7 wastes
- Branding Strategy
  - Purpose / promise & positioning
  - Content-narrative
  - Identity & attributes
  - Strategies vs competitors
  - Trademark registration
  - Maintenance / Evaluation
- Service Design
  - Phases
  - User-Driven & Provider
  - Actors & co-creation
  - Processes
  - Tools
    - Service blueprint
    - Customer journey map
    - Double DIamond
    - Offering map
    - System map
- Poduct-Service Systems (PSS)
  - Value Proposition
  - Value partnership network
  - Products - services
  - Infrastructures
  - Eco-friendly

Sustainability

- Economy
  - Sharing economy
  - Functional economy
- Social
- Environmental

Product-service & Tech Innovation

- Design thinking
  - Discover-define-create-evaluate
  - Tech/market/user Insights
  - Tools - heuristics
- Innovation
  - Disruptive
  - Incremental
- Product Life Cicle & strategies
- Innovation management system
  - ISO 56002
    - Context-risk-planning
    - Leadership
    - Support
    - Innovation process & operations
    - Monitoring-KPI-improvement
  - Knowledge Management
    - Intelectual Capital
      - People-Human
      - Network-Relational
      - Structural
  - Patent & Trademarks

Project Management

- Traditional approach
  - Waterfall-phased approach
  - Quality/time/cost Control
  - Scheduling of activities
  - Resource allocation
  - Monitoring-KPI
  - Closing
  - Digital tools like Microsoft Project
- Agile
  - SCRUM
  - KANBAN
  - LEAN
  - Value stream mapping
  - Digital tools like Trello, Slack, Monday, Clarizen...