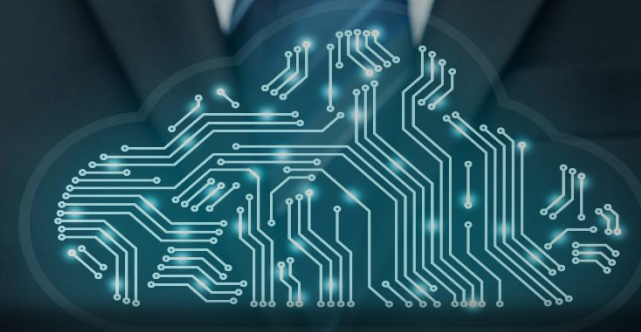


Ideation with IRIS



Ideate



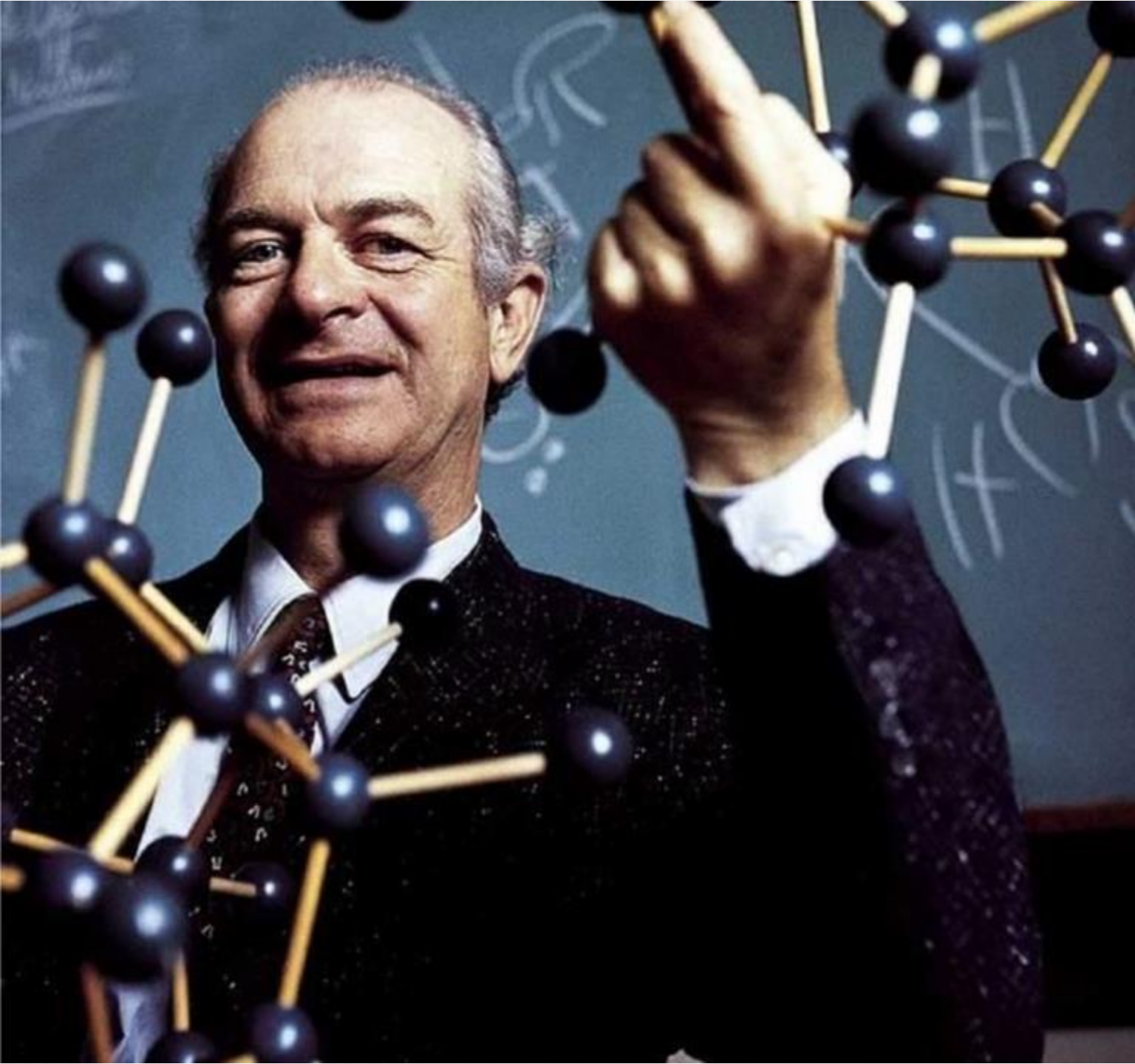
Refine



Implement



Shine



“The best way to get a good idea is to have a lot of ideas.”

**– Linus Pauling
Double Noble Prize winner**

Our Motto - Driving innovation wide & across

Empowering Life
Embracing Livelihood
Enhancing Technologies

Propagate, proliferate & innovate

Reinforce RISE Values

Create business ideas ground up

We are focussing on
transforming businesses of our
customers

Make innovation the change agent for
next-gen growth driver

Tap into growing potential of our Engineering base

Associate Innovation - A Snapshot

Crowd sourcing Innovation ideas

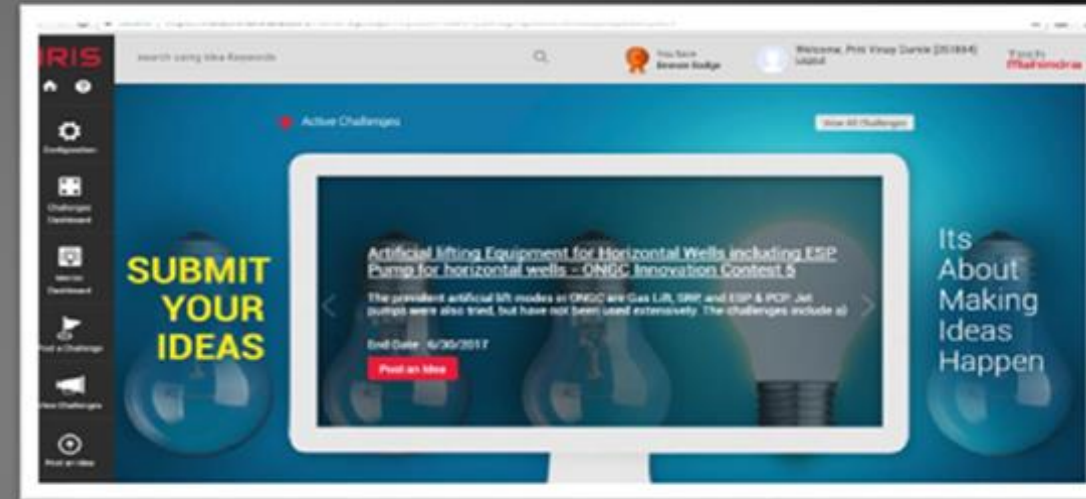
100+ contests run for diverse domains like *Telco, Banking, healthcare, Oil and gas, Airline industry etc.*

6000+ ideas generated , 100+ shortlisted, 30+ implemented

Prize money in excess of \$10k distributed till date from **Customers + Tech Mahindra**

Framework pitched to a key US based logistic customer, Banking customer from Australia and a key UK based construction industry

Customer driven Hackathons run - for two key telco customers ,one Mfg customer & a cloud platform company, 4 internal hackathons



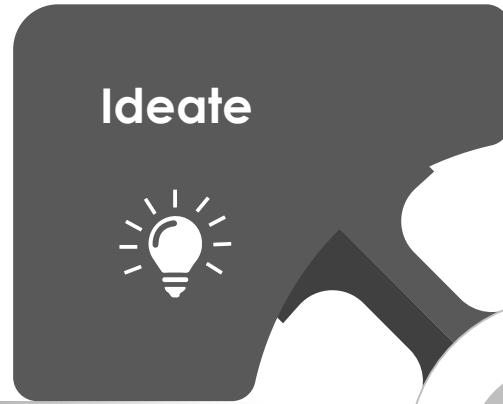
A US based truck company launched ideathon

- ✓ 1 Business Challenge
- ✓ 106 innovative ideas
- ✓ 10 shortlisted ideas
- ✓ 3 implemented ideas
- ✓ Cost saving worth \$100K

- 👥 Ideation Framework appreciated by US based rail road customer
- 👥 Engaging Tech M to develop customized version of the same

Life Cycle

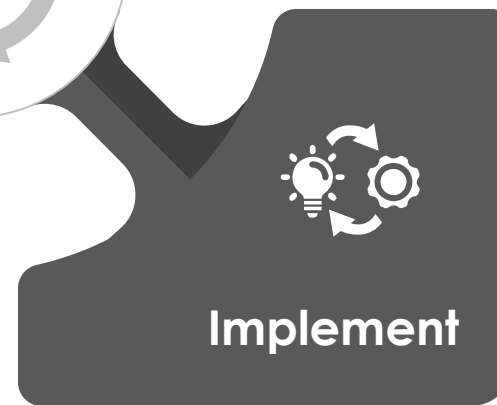
- Ideas generated by Employees
- Ideas submitted to a portal



- Ideas reviewed by Innovation Mentors
- Refined with inputs provided by experts
- Ideas qualified

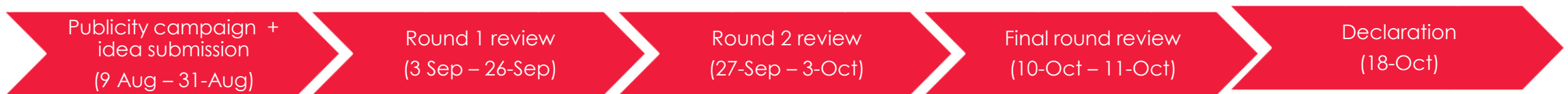
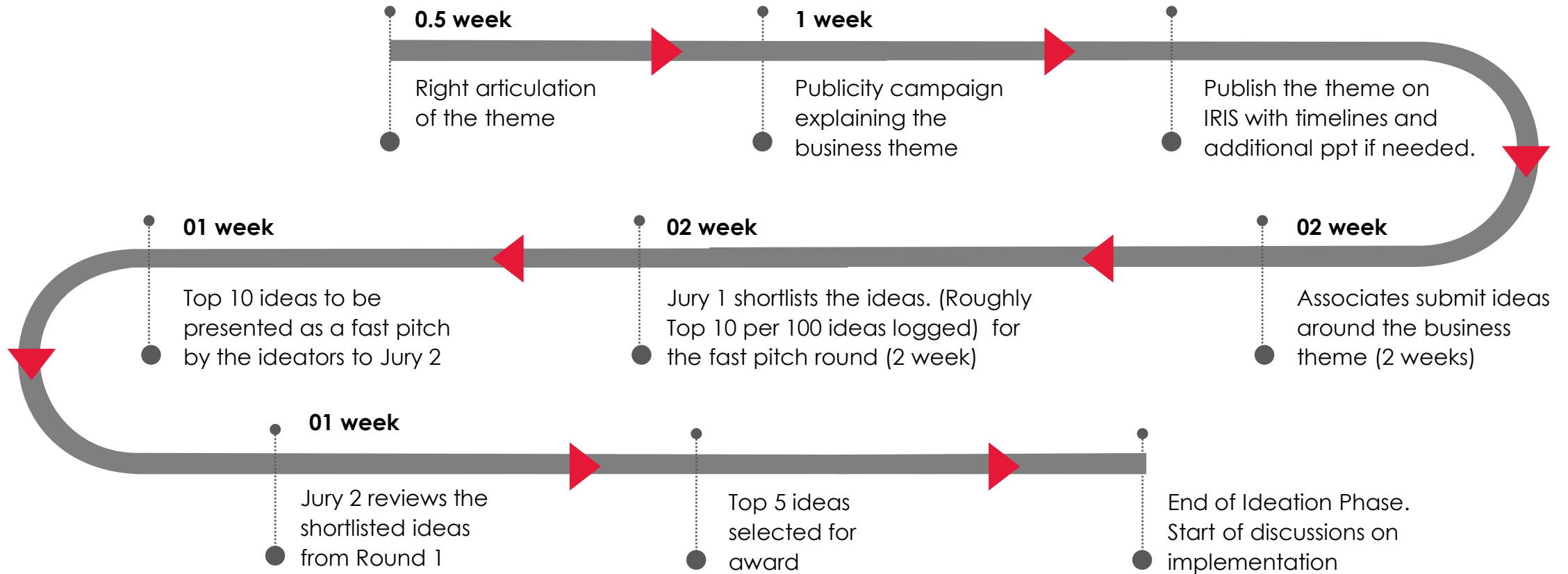


- Innovation Reward Points



- Build business plan
- Implement idea
- Show benefits and ROI

IRIS Contest Flow



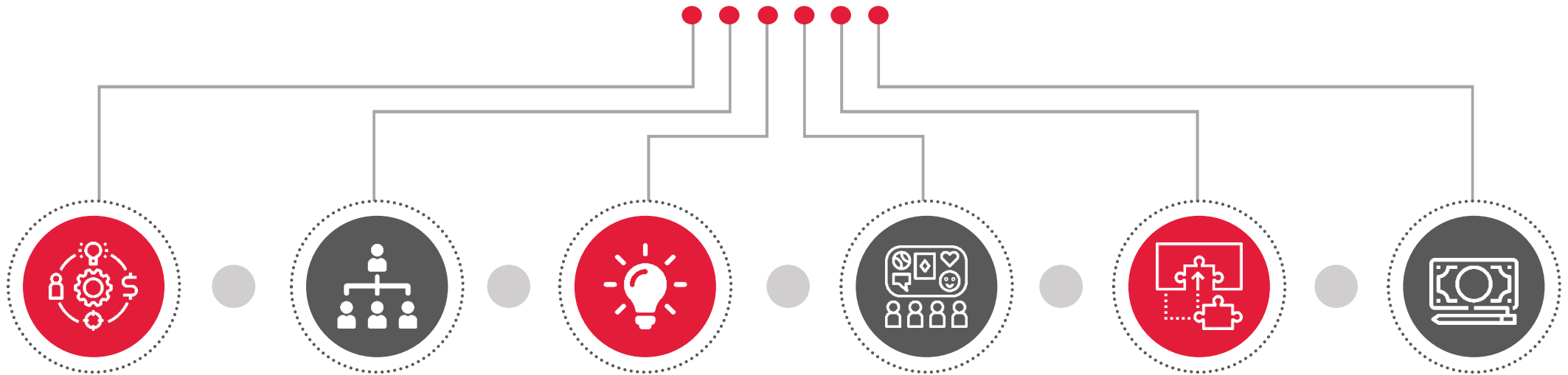
- 3 weeks
- Total 349 ideas logged

- 6 weeks
- Top 25 selected for Round 2

- 1 week
- Top 10 selected for Round 3 – final round

- 0.5 week
- Top 5 winner ideas selected

Benefits



- Create an organizational culture of innovation
- Enable an organization to position as an innovative organization
- Enable new revenue streams through innovation

- Initiate mechanisms to engage various stakeholders through an administered process

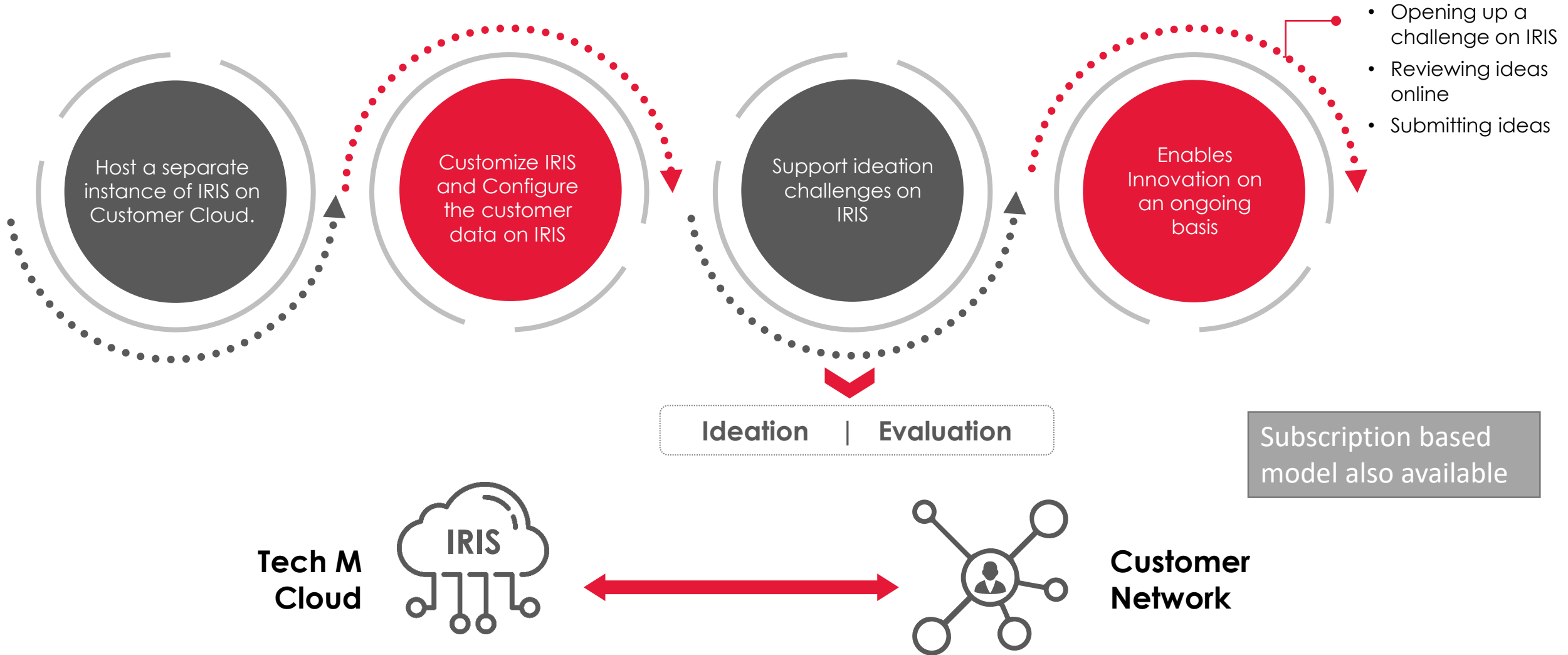
- Bring in accountability for contribution to innovation

- Engage actively with internal & external stakeholders to create innovative solutions

- Create IPRs and solutions that can be used to generate new revenue streams

- Continuously strive to position and brand the organization as an innovation leader

Iris for an Organisation



Thank You

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