



THE GROWTH PIPELINE COMPANY

Powering clients to a future
shaped by growth

**2022 GIL Council
Innovating for Long-term
Horizons**

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TODAY'S AGENDA

- Icebreaker
- Frost & Sullivan's long-term innovation approach
 - Innovation engine
 - Tools to translate long-term thinking into specific innovations
- Innovation discussion
 - Top tools for long-term innovation
 - Embedding long-term thinking within innovation culture
 - Balancing both short-term and long-term priorities

ICEBREAKER

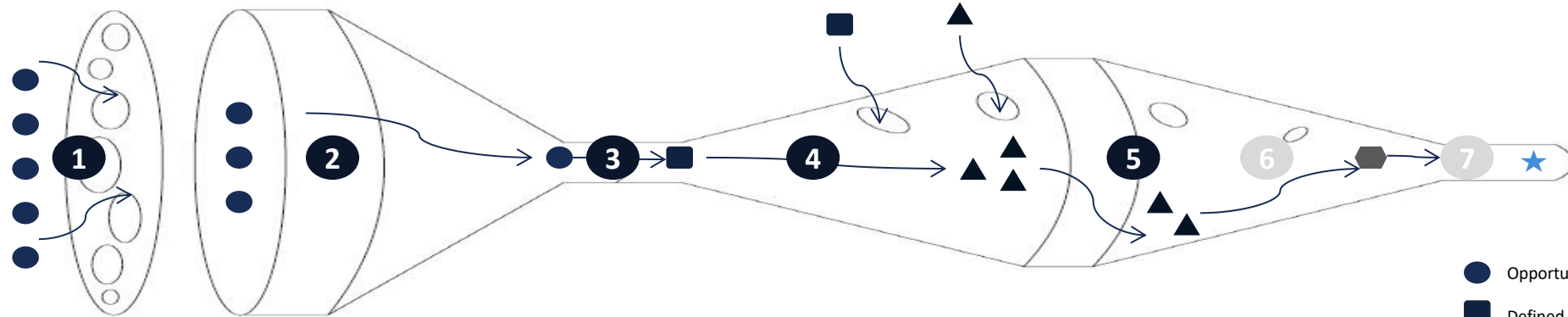
Share with the team:

What single piece of advice has served you well when tackling longer term thinking?

INNOVATION ENGINE

FS's Innovation Engine Model comprises 7 key steps for innovation success, of which steps 1-5 ensure that only highly qualified innovation concepts are incorporated in AB InBev's technology strategy and funneled into the R&D pipeline.

- 1 Input**
Identification of consumer or customer needs and wants, megatrends, market types, behaviors and wishes; pre-screening of opportunities in terms of company strategy
- 2 Insighting**
Insight is drawn from consumers & customers, market research studies, observations and interviews with target consumers / customers and outcomes are mapped according to level of opportunity
- 3 Problem definition**
Good opportunities are converted into a problem or set of problems to be solved
- 4 Solution generation**
This is a process of generating ideas for solutions to the identified problems, using both internal or external resources; other unrelated ideas, initiatives, or problems may enter the process at this stage

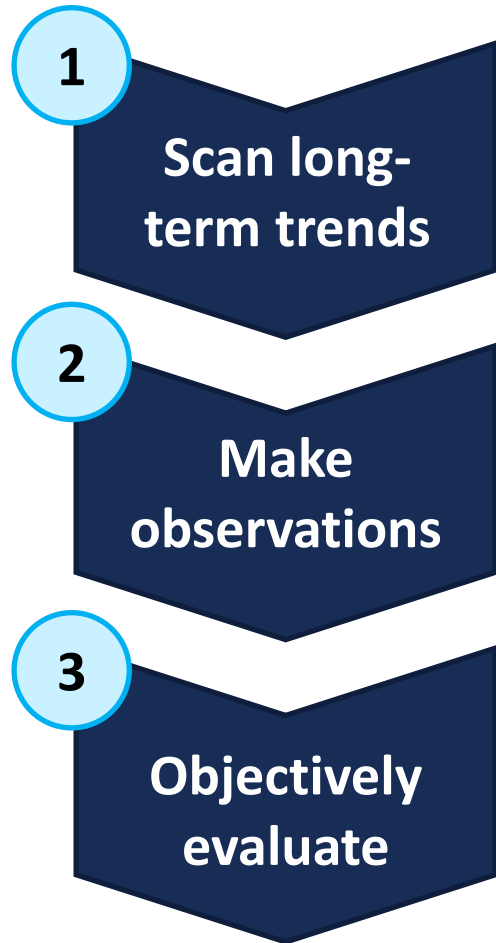


- 5 Qualification**
The process to define, evaluate, and prioritize ideas
- 6 Research and Development**
The process to research and develop a proof-of-concept for an ideal industrialisation of idea
- 7 Implementation**
The process to select, identify and secure business for the implementation of the solution and to prepare technology for implementation

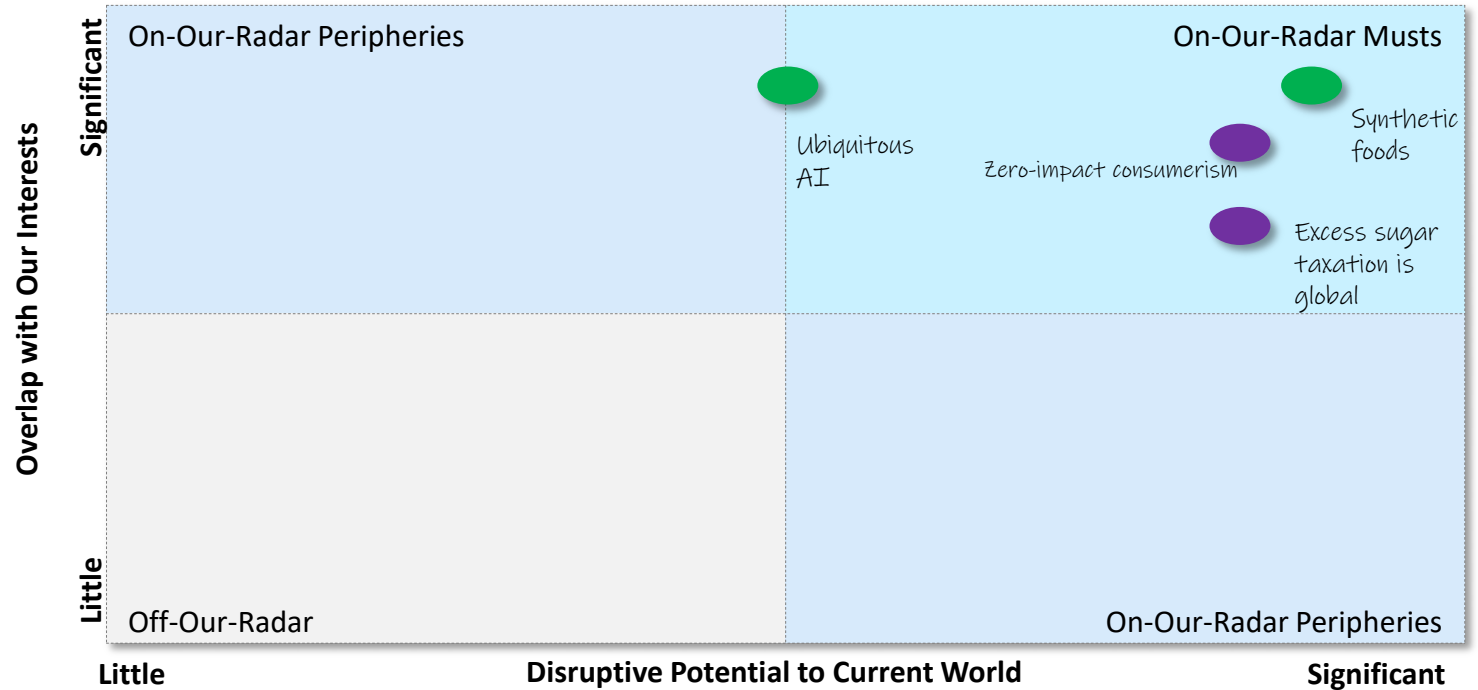
- Opportunity
- Defined problem
- ▲ Idea for solution
- ⬡ Proof-of-concept prototype
- ★ Final Product

TOOLS TO TRANSLATE LONG-TERM THINKING INTO SPECIFIC INNOVATIONS

Point 1: Use a disciplined process



Takeaway Priority Matrix, Long Term, Example Plotting

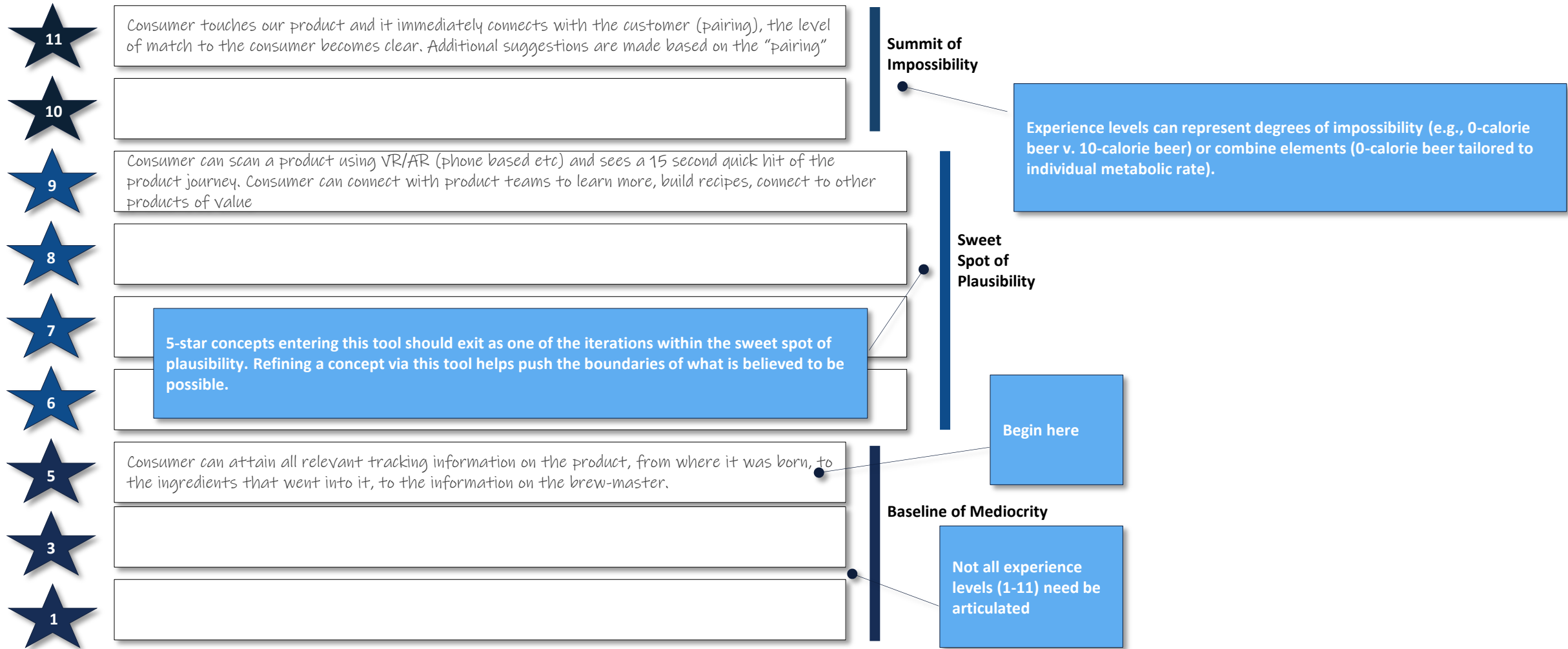


Takeaway	Time of Broad Noticeable Impact	Overlap with Existing Priorities	Innovation Context	Impact Potential	Interest Score
CBD beverages	Short term	5	5	5	5
Widespread plastic bans	Mid term	4	3	4	3.5
Ubiquitous AI	Long term	1	2	2	2
Drone delivery advances	Mid term	1	4	5	4.5

TOOLS TO TRANSLATE LONG-TERM THINKING INTO SPECIFIC INNOVATIONS

Point 2: Encourage stretched thinking

11-Star Experience Framework, Example



INNOVATION DISCUSSION

Top tools for long-term innovation



1: What tools or resources have you used that have worked?

2: How Often do your Refresh Your Toolkits? Why Would you?

Embedding long-term thinking within innovation culture



1: What approaches have served you well to ignite longer term thinking?

2: How do you engage senior executives?

Balancing both short-term and long-term priorities



1: What is the ideal balance for your business & has that changed?

2: Possible recession? How will this effect your innovation strategy?

F R O S T & S U L L I V A N

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