



Corporate Innovation Day 20.10.2016

Gunnar Sellæg, SVP/ Chief Product & Innovation Officer



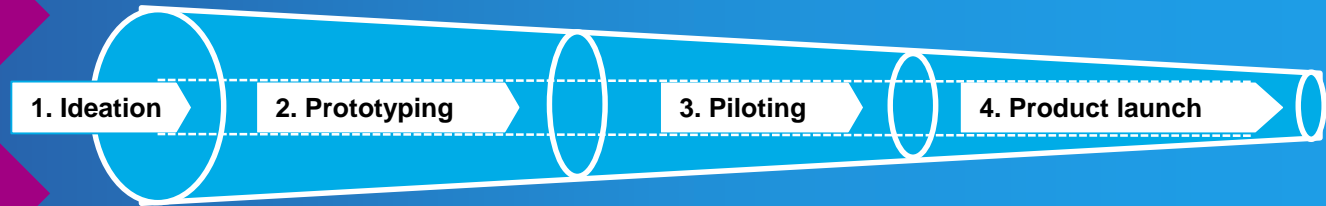
GLOBAL INNOVATION TEAM TO STRENGTHEN PIPELINE OF IDEAS, PILOTS AND PRODUCTS ACROSS

Intrapreneurship

- Ideation campaigns
- Internal incubator

External collaboration

- Accelerators
- Partnerships



Ambitions	2016:	100 testable ideas	30 products with commercial potential	1 commercial roll-outs
	2020:	1,000 testable ideas	100 products with commercial potential	10 commercial roll-outs with 1 great success

Sigve's challenge:

100 IDEAS



What Telenor delivered

881

Applicants

530

ideas

ALL

BUs/units

4065

FB@W interactions

"It's so engaging being challenged to think new and to innovate"

"There is so much more to Telenor than I knew – we formed a team from 3 different BUs and units"

"I was gonna leave, but this shows Telenor has a career path for me"

"Ignite is what digital transformation is all about"

"Friends from Google want to join Telenor because of this"

[Participant quotes]

- Video

8 teams selected, from 6 units

Selected in pitch with top 30 teams, on same criteria and level as accelerators



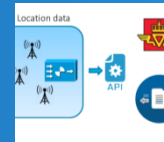
TapTutor: augmented reality and video tutor for complex products, eg loans



ShowPoint: loyalty app with promotions and rewards (dtac)



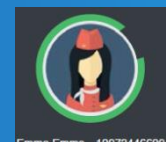
Rejuv: Uberizing the wellness industry (dtac, Group Markets and Technology)



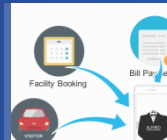
Open Data: platform/API for offering telco data externally (Denmark)



Dealstogo: Online platform for real-time contextual sales of tickets (dtac)



Mutual: 3rd party identity verification for online (Group Tech./Markets)



Alfred: digitizing real estate management (Digi)



Switch: transfer of all content between any devices (Sweden)



Alumni network for runners up, as important ambassadors



Ignite: Key learnings and critical success factors

- *Top management support* (CEO + EVPs) gives “license to operate”
- *Local ownership* and events key for engagement
- *Digital channels* such as Facebook@work for collaboration across
- *Focus on the teams*: Ideas are cheap, execution is the key
- *Dedicate* time and resources – innovation is not line activity!