

FORTH Project Details

Sector: BtB Services (Financial)

User: Real Pay

Country: South Africa

Year: 2018

Online Offline

Facilitator(s): Coenie Middel & Gijs van Wulfen



Innovation Assignment:

Utilising our current capabilities, we had to develop 3 robust evolutionary innovations in the short-medium term (1-3 years) with some quick wins converted between 2019 to end 2021. Real Pay's ambition was also to create 2 revolutionary products/services in the medium (2-5 years) term requiring roll-out from 2020 to 2023.

Highlights of the process:

The expedition started with seven core team members. The FORTH process assisted us in identifying frictions at our customer level. And the Observe and Learn section helped us identify opportunities outside our current sector. We created 371 ideas, and explored 9 concepts with our customers and industry experts.

Main results:

Real Pay delivered 5 new business cases. 2 out of 5 business cases have been launched successfully. We also added 3 different payment methods to our company in 2020. FORTH changed our view to collaborate rather than developing our own solutions. By cultivating innovation, we identified ways to add value to our existing products. Most importantly, it has embedded a culture of innovation into Real Pay as a way of work.

