

FORTH Project Details

Sector: Industry

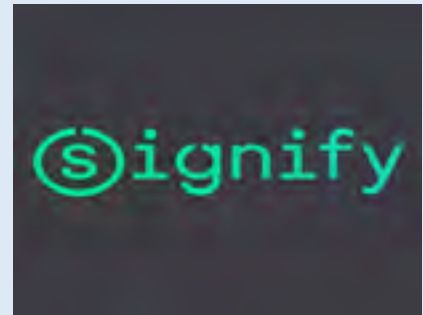
User: Signify (Philips Lighting)

Country: The Netherlands

Year: 2018

Online Offline

Facilitator(s): Geert Schols, Ed Mol



Innovation Assignment:

Philips wants to strive for leadership in Lighting Electronics and transform from LED to connected, where services will be stimulated. The new, simple and scalable services and products should provide a revolutionary proposition and build on our strong electronics and software competences.

Highlights of the process:

The innovation expedition consisting of 20 members, began by exploring 7 opportunities and discovered 60 customer frictions among the target groups of customers, suppliers, employees and stakeholders. We generated 612 ideas and converged them to 12 concepts. Five innovative concepts were transformed into new business cases and presented to the management end of 2018

Main results:

The FORTH expedition had a very positive impact on building an innovative mindset within Signify's R&D department. In addition to coming up with new products and services, working to a completely new structured innovation method was also an important objective. All five concepts have been embraced by the management team and have been allowed to be further developed. Within twelve months Signify managed to develop a revolutionary concept and brought it to the market.

