

FORTH Project Details

Sector: Start-ups

User: Incipio Ventures

Country: México

Year: 2020

Online Offline

Facilitator(s): José Luis de Alba, Martha Flores, Rubén Vargas



Innovation Assignment:

The companies belonging to INCIPO, a Venture Builder, needed to develop their commercial offer. That is why we developed evolutionary and revolutionary products, services and solutions. This attracted businesses and individuals who required services from any of these companies with focus on Mexico, Colombia, Canada and Spain.

Highlights of the process:

Our in-person project kick-off meeting was held in February 2020 with around 20 people. This entailed cross-functional teams from different companies, who also were part of the Full Steam Ahead and the Observe & Learn workshops. Due to Covid-19, we continued our FORTH journey 100% online. We generated 1,155 ideas on the island of Raise Ideas.

Main results:

We finished the FORTH expedition with 5 Mini New Business Cases and a development plan for each case. The cases were: 1. Customer satisfaction & loyalty, 2. Legal/online, 3. Social media & digital strategy, 4. Customer success stories and 5. Relationship management.

