IXL CENTER

2 · BREAKTHROUGH RESULTS
Deliver new growth · Eureka

Innovation Strategy

Decide where to play next, and how to win.

Innovation Strategy turns a growth gap into a focused portfolio. Our five-step process, now powered by Innovation 5.0 and AKAIO, aligns your leadership team on why, where and what to fund.

1 Is this your issue?

Your growth targets are bigger than your current businesses can deliver.

A growth gap you can't close
The core business won't reach the targets on its own.

Too many ideas, no focus
Scattered projects, none big enough to matter.

The future is uncertain
Technology, AI and new competitors change the rules.

Leaders don't agree
Each executive has a different view of where to grow.

QUESTIONS LEADERS ASK US

- ? How big is our growth gap?
- ? Which bets should we fund?
- ? How do we build a portfolio, not a silver bullet?
- ? Where should we play next?
- ? What will the future look like?
- ? How do we use AI to see further?

If you answered yes to any of these, read on.



Strategy workshop at IXL Center, Boston

2 Is there a solution?

Yes: a disciplined five-step process that ends in fundable business cases.

Innovation Strategy

We size the growth gap, scan trends and customer needs, and cluster them into Fields of Play configured for your company.

With Innovation 5.0, AKAIO runs this logic across thousands of signals and futures, and stress-tests every concept.

1 Strategy workshops
2 to 4 weeks to align leaders on the gap and the fields of play.

2 Innovation strategy project
8 to 16 weeks, all five steps, ending in funded cases.

3 Innovation 5.0
The same process at AI scale.

FIVE STEPS FROM INTENT TO BUSINESS CASE

1	2	3	4	5
Innovation Intent	**Opportunity Insights**	**Fields of Play**	**Business Concepts**	**Business Case**
Size the growth gap	Trends, technologies and needs	Strategic spaces for you	Bigger, better and bolder	Pressure-tested and fundable

WHAT YOU RECEIVE

CLARITY
Your growth gap, sized
Why, where and how much to innovate, agreed by leaders.

FOCUS
Fields of Play
The strategic spaces where you will play and win.

PORTFOLIO
Fundable business cases
A balanced portfolio, not a single bet.





3 Why us?

We built this process at Arthur D. Little and Monitor Group, and scaled it with AI.

5
steps from intent to business case

1,000+
futures in Innovation 5.0 scenarios

150+
AI-powered ideas for S&P Global Ratings

300+
engagements

RESULTS

OCP NUTRICROPS · MOROCCO

The future of farming

A growth strategy for the shift from mining to agri-solutions.

CEMENTOS ARGOS · COLOMBIA

7 growth pillars

Toward a 7X revenue ambition.

BRASKEM · BRAZIL

About US$2B

A green biopolymers growth platform.

S&P GLOBAL RATINGS

23 strategic spaces

150+ ideas and 22 potential solutions with AKAIO.

OUR VIEW

> "We don't guess the future. We find the winners in every future."
>
> IXL POINT OF VIEW

WHY IXL

PROVEN METHOD

The GIMI framework

Used to certify people and organizations in 100+ countries, and aligned with ISO 56001.

SENIOR TEAM

Leaders who have done it

Strategists from Arthur D. Little, Monitor Group and IXL Center.

AI-POWERED

AKAIO and ConnectLoop

Our own AI platforms for strategy at scale and AI agents in daily work.

CLIENTS INCLUDE

OCP Nutricrops · Cementos Argos · Braskem · S&P Global Ratings · Ecopetrol · Vale · Natura · Pfizer

4 Contact us

Start with a strategy sprint and see your growth gap in weeks.

STEP 1

Talk with us

Share your targets and the gap.

STEP 2

Choose the depth

Workshop, full project or Innovation 5.0.

STEP 3

Fund the best bets

Leave with a portfolio of business cases.

Plan a strategy sprint

Tell us the challenge on your desk. We will show you where to start.

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> **"The silver bullet is the high-risk path. Build a portfolio inside a focus area."**
>
> IXL POINT OF VIEW