



## Corporate Innovations Accelerator

Thinking, working and executing like a startup  
Think out of the marble tower

### AUDIENCE

Corporate innovation teams

### CHALLENGE

Old world development, testing and market launch cycles cost enormous time and more often than not are “DOD” (dead on arrival). Highly successful startups are not so much faster than their corporate counterparts because they live in an anarchy or have a different brain. They use different methods, think differently and execute with a totally different mindset.

### THE CONCEPT

1) “**Corporate Innovation boot camp**”

Attendees stay in Zurich for one week. Program Starts Monday 9:00 AM local time, finishes Friday 3:00 PM local time.

2) “**Market Storm Program**” (9 months) Work continues in a co-working space in the local country. Weekly review meeting with local teams and the WIF program lead.

After 9 months the program is completed, and the respective solution successfully in the market.

All details <https://wiforum.org/programs/cia>

<https://wiforum.org>

[info@wiforum.org](mailto:info@wiforum.org)