



Staples Applied Innovation Overview



STAPLES APPLIED INNOVATION

A structured framework, guided by senior leaders,
delivering on the edge, but also within the core

OUR OBJECTIVES



Leverage technology to deliver customer experience innovations, new service options & business model innovation through rapid test & learn exploration



Teach, inspire, & encourage a culture of innovation and design thinking frameworks



Share progress with all stakeholders including associates, customers & the industry

OUR CHARTER

To foster innovation, invention, and acceleration of concepts and processes within all segments of the organization

RESOURCES

Partnering with Applied Innovation means access to valuable assets:



Design thinking & prototyping resources



Access to customers for a minimum viable product (MVP)



Funding for materials for a 2nd level test



Visibility & mentorship from Sr. Executives (later stage pilots)



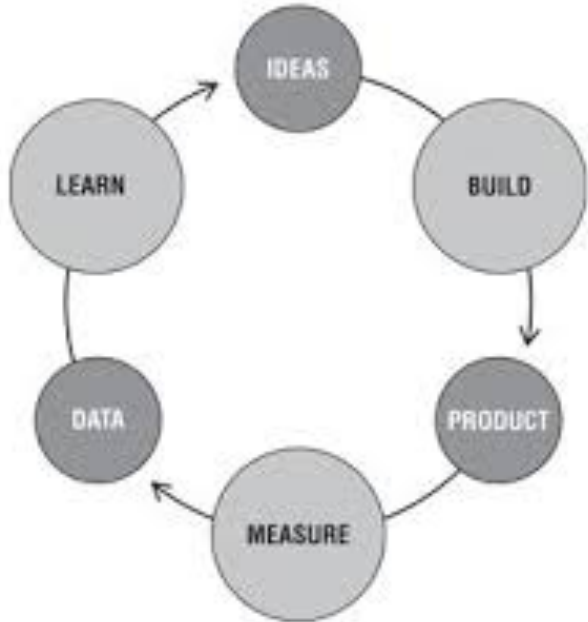
Access to PR & Marketing (graduated innovations)

The Applied Innovation Team is Not:

- A place to get support for unfunded projects
- Exclusively for e-commerce projects
- A rigid structure of set rules; it is a framework

WHAT IS INNOVATION & HOW DO I START?

Innovation: *Changing or creating more effective processes, products and ideas that can increase the likelihood of a business succeeding."*

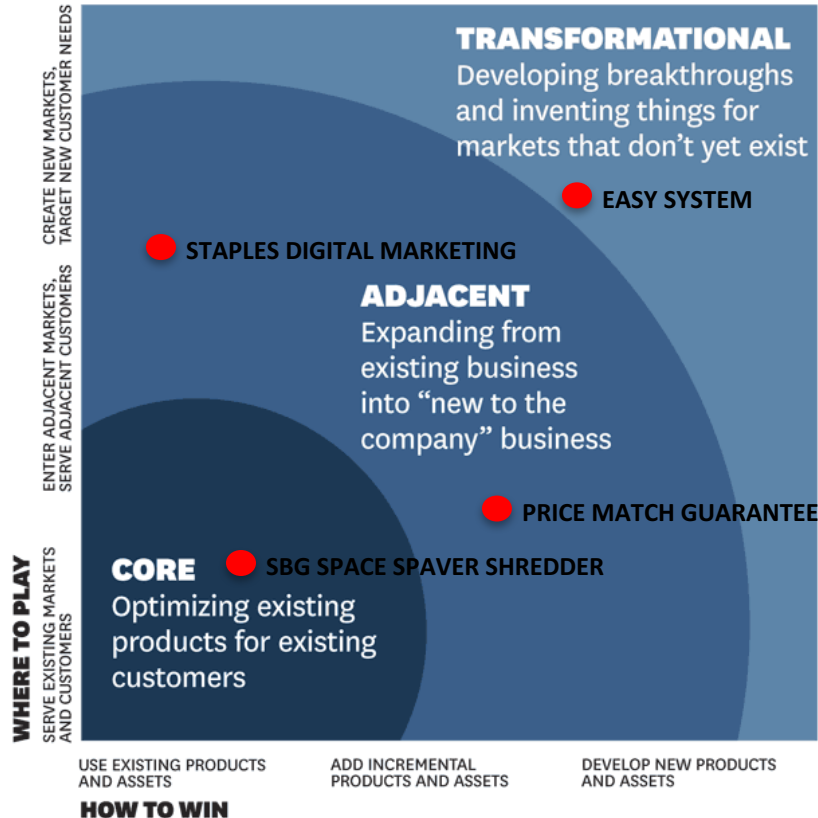


1. **Read a book.** There are many books on innovation. Try "Sprint", a method used by Google Ventures to define, build and test a hypothesis with real customers in 5 days.
2. **Google it.** Many frameworks exist. We suggest Adobe Kickbox. It's simple, and awesome.
3. **Ask the applied innovation team.** We will probably tell you to try 1 or 2 😊

Above all else, start testing your hypothesis with real customers. Don't procrastinate with planning, presentations, emails, etc. Gather volunteers, build something awesome and give it to customers.

Simply build, measure, learn.

INNOVATION @ STAPLES



1. You have permission from the CEO and all Sr. Executives to innovate, it's your choice to start innovating.
2. You are amazingly lucky, you have many resources to innovate with, it's your choice to start innovating.
3. You will probably fail, but we guarantee you'll learn something, it's your choice to start innovating.

GOVERNANCE

How it works

- **Advisory Council:**

Directs the lab's work & provides industry connections

- Members: CEO, CDO, CMO, EVP Sales, SVP Engineering, SVP GM Staples.com
 - Quarterly Planning
 - Monthly Governance & Demos
 - Drop-Ins

- **Lab Staff:**

Dedicated resources focused on servicing innovation throughout Staples

- Members: Managing Director, Marketing Lead, Strategy Lead, Product, Creative, Engineering, Business Development