

6-Thon Framework (open patented)

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As you all know, conceiving an Idea is relatively simple, but the real success comes only when it is executed well. On the other side, Innovation Program Leaders and Innovators face many roadblocks as they journey through their Idea's life cycle. So, based on extensive experience of managing Innovation Programs for institutions such as eBay, PayPal, LinkedIn, UC Davis and UC Santa Cruz, I have constructed a framework. This has been tested many times and it produces the tangible/measurable success every time. I am happy to share this with fellow Industry Leaders, and seeking their feedback. Thanks!

| 6-Thons | What? | Why? | ROI |
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| Idea-Thon | <ul style="list-style-type: none"> ○ Breakout Sessions to compile the blockers for Moonshot goals. ○ Ideathon featuring Emerging Tech to generate as many ideas. This will be focused on Moonshot goals and their respective impediments. | <ul style="list-style-type: none"> ○ What should I focus? ○ Where/How do I start? ○ Any of my ideas relevant? | <ul style="list-style-type: none"> ○ Challenges Identified ○ Number of Ideas generated |
| Date-A-Thon | <ul style="list-style-type: none"> ○ Speed dating where the innovators will be able to find the folks who are looking for a team to join/help. ○ Take your Innovators to local customers so they can see/experience their customers' aha moments also their pain points when using your products/services. Alternatively, you can bring power users onsite. | <ul style="list-style-type: none"> ○ I am not a developer – Need help to form my dream team. ○ Is my problem real? ○ Is the eco system ready to embrace my idea? | <ul style="list-style-type: none"> ○ Number of ideas consolidated ○ Number of early adapters/alliances identified |
| Design-A-Thon | <ul style="list-style-type: none"> ○ 30 minutes counseling sessions for each team with UX, Patent, Data and Engineering to transform the ideas from good to great. ○ 15 minutes office hours with vertical leaders for early feedback and to scout for alliances. | <ul style="list-style-type: none"> ○ Are my assumptions right? ○ Am I overlapping or having any blind spots? ○ Is my idea aligned with priorities? | <ul style="list-style-type: none"> ○ Innovation success rate (successfully vetted ideas divided by total ideas explored) |

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| <p>Make-A-Thon</p> | <ul style="list-style-type: none"> ○ Carve out dedicated time for innovators to free them from their busy schedule so they can build the prototypes for their Ideas. ○ Workshops/onsite consultation with Engineering/API teams for helping to build better products. | <ul style="list-style-type: none"> ○ Sorry, I can't find time? ○ I am stuck - Need IT help? ○ Application architecture is right? | <ul style="list-style-type: none"> ○ Number of working prototypes |
| <p>Shark-A-Thon</p> | <ul style="list-style-type: none"> ○ Practice pitch with the Mentor Capitalists and Domain Leaders. ○ Pitch to a panel of Execs (Sharks) to receive the grants. ○ Innovators will go offline for X months to build their ideas/products. | <ul style="list-style-type: none"> ○ I am nervous to pitch ○ Need sponsors/partners to get my Idea to the market. | <ul style="list-style-type: none"> ○ Innovation magnitude (financial contribution divided by successful ideas) ○ Investment efficiency (ideas explored divided by total capital and operational investment) |
| <p>Award-A-Thon</p> | <ul style="list-style-type: none"> ○ Whole day Exhibition where the innovators showcase their ideas and prototypes to your community and leadership team. ○ Popular Voting and Exec Wild Cards for Identifying the winners. | <ul style="list-style-type: none"> ○ Let the bragging rights be with the innovators. | |