

Lab 1886 – the Incubator of Daimler AG



Example: Incubation process of digital business models

Initial Condition



- **Lack of knowledge and expertise** in digital business development
- **Missing attractiveness** for top tech-talents working for Daimler AG
- **Lack of entrepreneurial spirit** within Daimler AG organization
- **Slow digital transformation** and cultural change process

Results



- **Corporate Incubator** ramp-up (Stuttgart, Berlin, Atlanta & Beijing)
- **Recruiting of top cross-industry talents** for dig. business development
- **Successful new business model spin-offs** as white label companies

Approach



**IN A
NUTSHELL**

LAB 1886

WE BUILD INNOVATIONS END-TO-END.

#1 IDEATION

PROBLEM > DISCOVERY SPRINT

IDEA > IDEA VALIDATION

#2 INCUBATION

INCUBATION

START UPS / M&A

#3 COMMERCIALIZATION

SCALING

RE-INTEGRATING

PORTFOLIO FILTER

STAGE GATE

Further Information:

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Fourpoint_Check

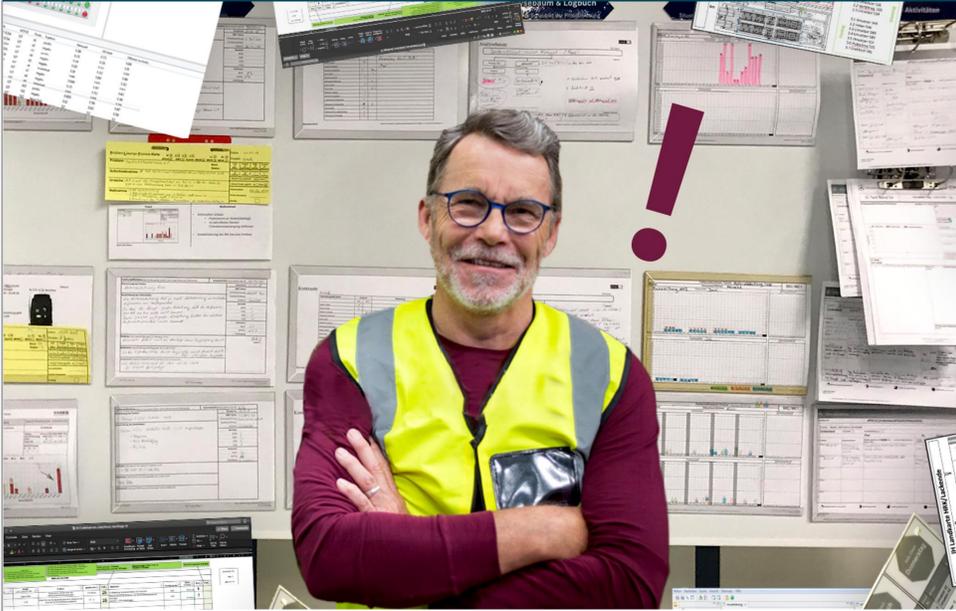


Fourpoint_check digitizes repetitive processes in production areas

Success Factors

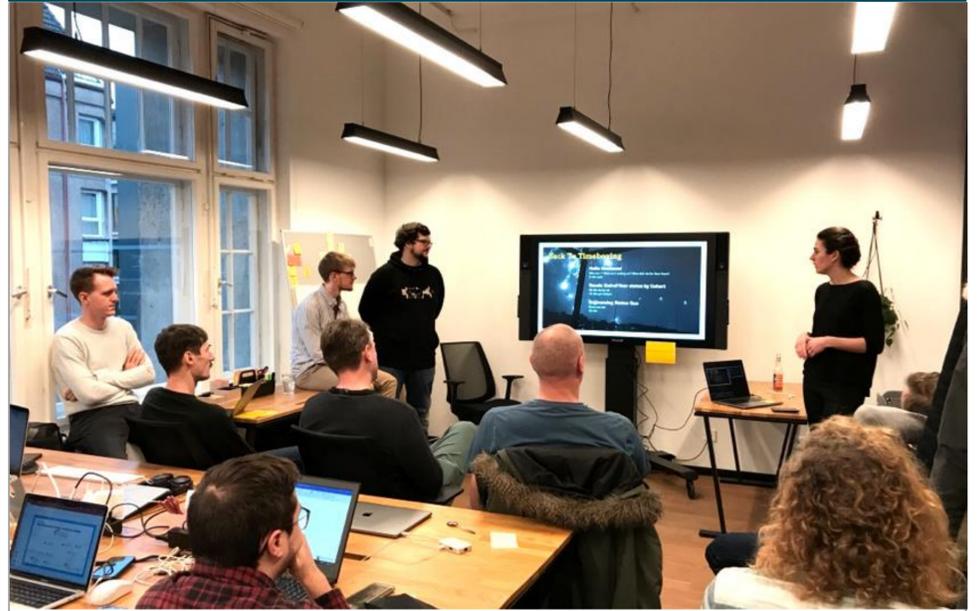


Problem we faced and solved



- Many repetitive paper processes
- High admin costs and slow improvements

Training & Qualification



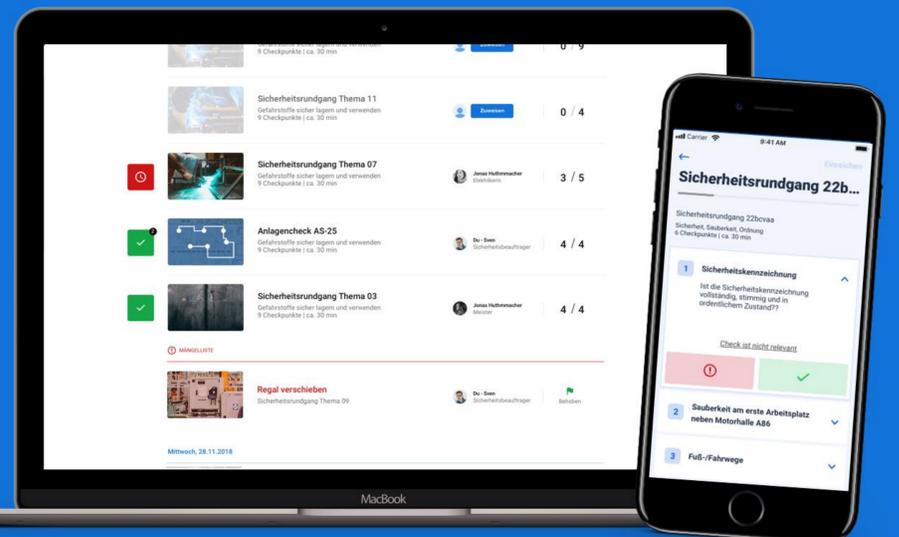
- Multidisciplinary team in-house, incl. Dev, Product, Design, Business experts

Design with users, for users



- Product development with users for users on the shop floor
- Short-circle feedback

Building a user-centric product



- Create, assign, manage, execute and assess inspections
- Improve checks and track faults

