

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

LAB1886

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

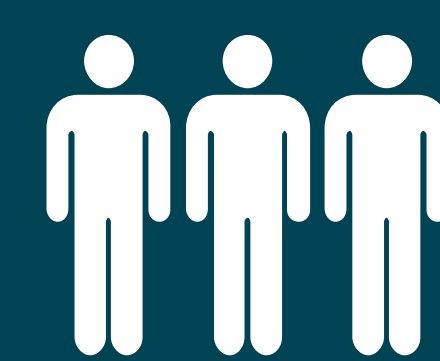
STAGE GATE

Further Information:

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Fourpoint_Check

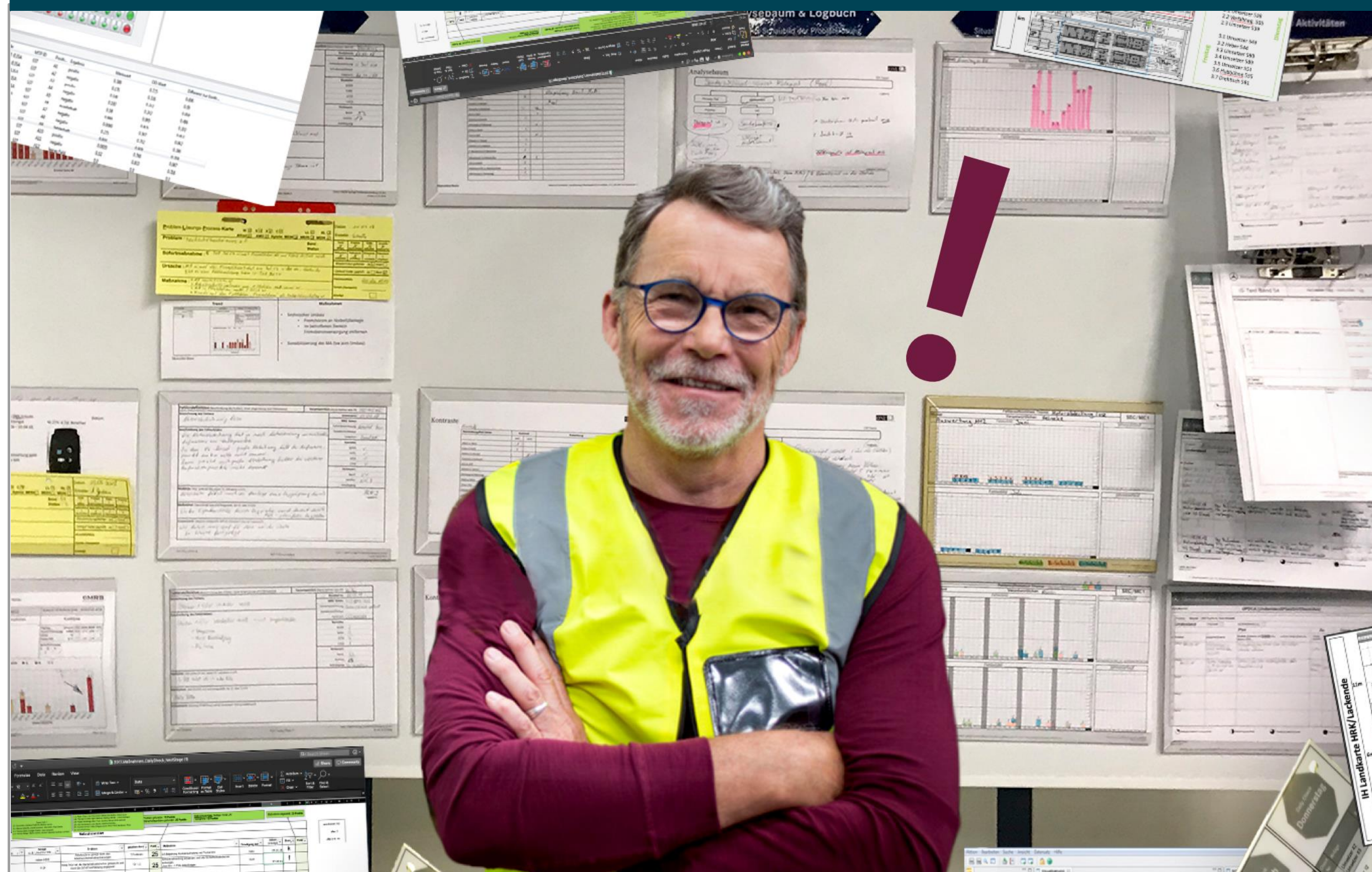


Fourpoint_check digitizes repetitive processes in production areas

Success Factors

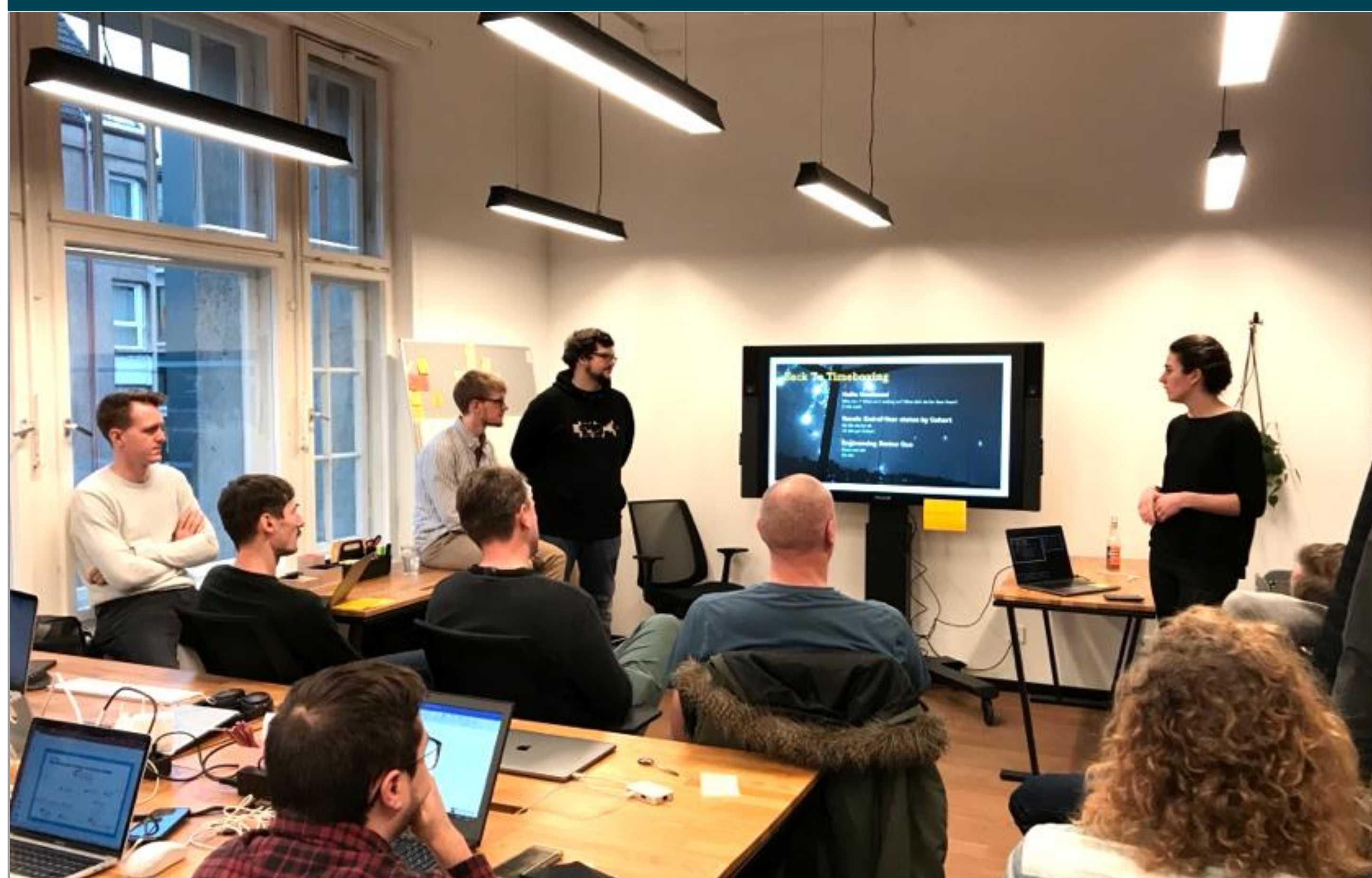


Problem we faced and solved



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

Training & Qualification



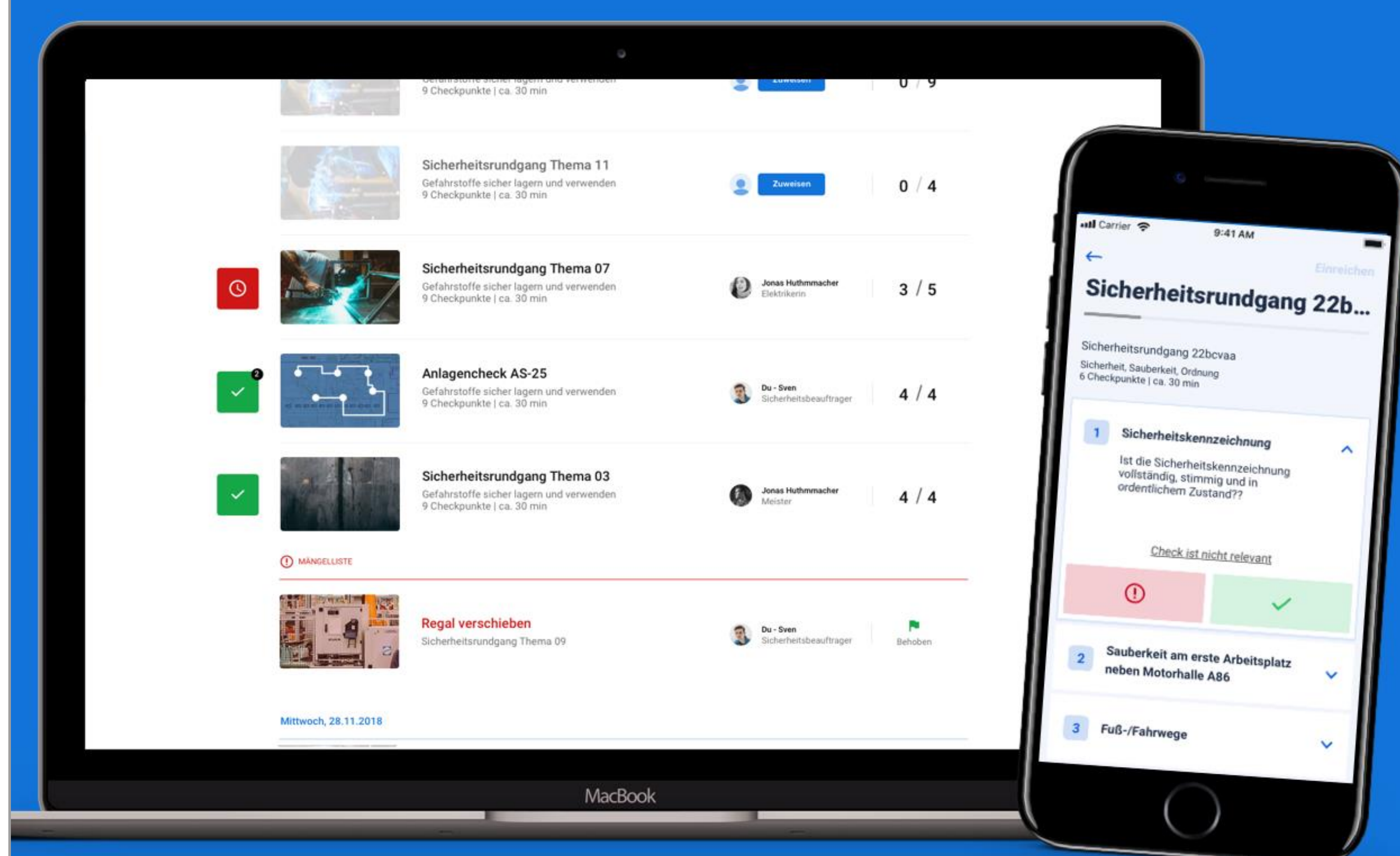
- » Multidisciplinary team in-house, incl. Dev, Product, Design, Business experts

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

