

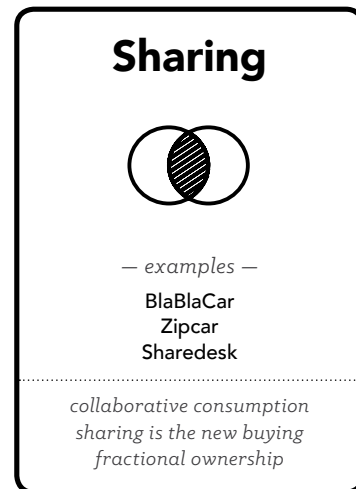
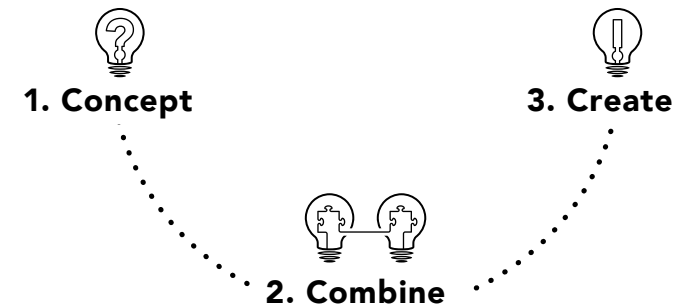
# CROSS-INDUSTRY tool cards

## 21 different principles to go cross-industry.

The steps for using this card set:

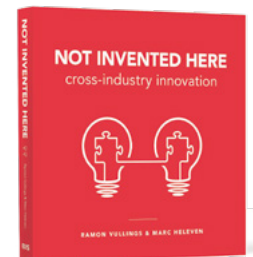
1. Cut out the 21 cards
2. Investigate the principle: What is the essence?
3. Make a direct association (*copy-paste*) for your situation
4. Make two conceptual associations (*copy-adapt-paste*) for your situation
5. What should we do or use? And how might we test this quickly?

- CONCEPT
- COMBINE
- COMBINE
- CREATE

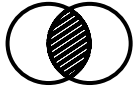


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## Sharing



— examples —  
BlaBlaCar  
Zipcar  
Sharedesk

*collaborative consumption*  
*sharing is the new buying*

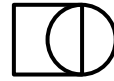
## Low Tech solutions



— examples —  
Aravind  
A liter of light  
One laptop per child

*frugal/jugaad innovation*  
*reverse innovation*

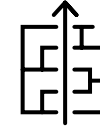
## Hybrid solutions



— examples —  
Hybrid cars  
Solar sailor  
Hybrid notebook

*combination innovation*  
*co-creation*

## Shortcutting



— examples —  
Airbnb  
Farm to table  
Zopa

*desintermediation*  
*cut out the middleman*

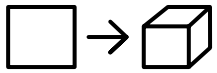
## Transparency



— examples —  
Mint (finance)  
Open restaurant kitchen  
Salesforce.com's Trust website

*corporate governance*  
*open data*

## From product to solution



— examples —  
Rolls-Royce power by the hour  
Hilti  
John Deere services

*corporate governance*  
*open data*

## Internet of things



— examples —  
Ninja Blocks  
Smart cities  
Mimo baby monitor

*cloud of things*  
*smart networked objects*

## Big data



— examples —  
Patientslikeme  
Twitter  
Facebook

*internet of things*  
*business model innovation*

## Peer to peer



— examples —  
Zopa  
Gidsy  
Bitcoin

*shortcutting*  
*crowdsourcing*

## Digitisation

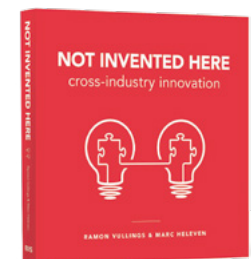


— examples —  
Wikipedia  
Netflix  
Dropbox

*lean*  
*e-commerce*

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## Simplify



— examples —  
Nest thermostat  
One click buy  
Universal phone charger

*less is more*  
*service design*

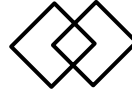
## Add experience



— examples —  
Starbucks  
Walt Disney  
Red Bull

*experience economy*  
*exclusivity*

## Co-branding



— examples —  
Nike + iPod  
Senseo  
Heinz

*co-creation*  
*brand alliances*

## Low cost



— examples —  
Easy group  
H&M  
Ryanair

*business model*  
*frugal innovation*

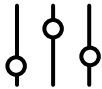
## Go green



— examples —  
Solar road  
Eco font  
Zero energy home

*eco-innovation*  
*circular economy*

## Mass customisation



— examples —  
Nike ID  
My M&M's  
Unique bag

*personalisation*  
*3D printing*

## Community building



— examples —  
Harley Davidson  
Apple  
IKEA

*consumer tribes*  
*personal branding*

## Storytelling



— examples —  
Ben & Jerry's  
KFC  
Facebook

*authenticity*  
*roots*

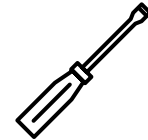
## Customer in control



— examples —  
Fixmystreet  
Parcel tracking information  
LEGO digital designer

*prosumers*  
*co-creation*

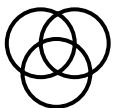
## Do it yourself



— examples —  
Ikea  
Self check-in  
Employee self service

*self-service*  
*lean*

## Crowdsourcing



— examples —  
TomTom Map Share  
Kickstarter  
Open source software

*crowdfunding*  
*open innovation*

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