



CORPORATE INNOVATION: COME CORPORATION E START-UP POSSONO CREARE VALORE INSIEME

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WELCOME TO A DIFFERENT WORLD
NON OF THIS EXTIDED BEFORE





COPORATE OPEN INNOVATION CULTURE
SUCCESSFUL CASE: WÜRTH & HEVOLUS

SUMMARY

CABINET MAKER

WUDESTO CONCEPT

WOE

HEVOLAB VR

VIDEO MANUNTENZIONE

CUSTOMER EXPERIENCE JOURNEY MAP





CORPORATE OPEN INNOVATION CULTURE

«Startups can teach larger companies to become more agile and adaptive»



Stefan Lindegaard
Innovation Author and
Experienced Open Innovation
Leader



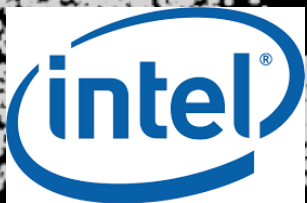


CORPORATE OPEN INNOVATION CULTURE

OPEN INNOVATION is the use of purposive inflows and outflows of knowledge to **accelerate internal innovation and expand the market.**

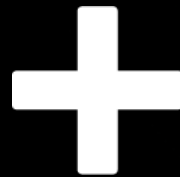


OPEN INNOVATION is a paradigm that assumes that firms can **and should use** external ideas, as well as internal ideas, and internal and **external paths to market,** **as they look to advance their technology.**





CORPORATE OPEN INNOVATION SUCCESSFUL CASE



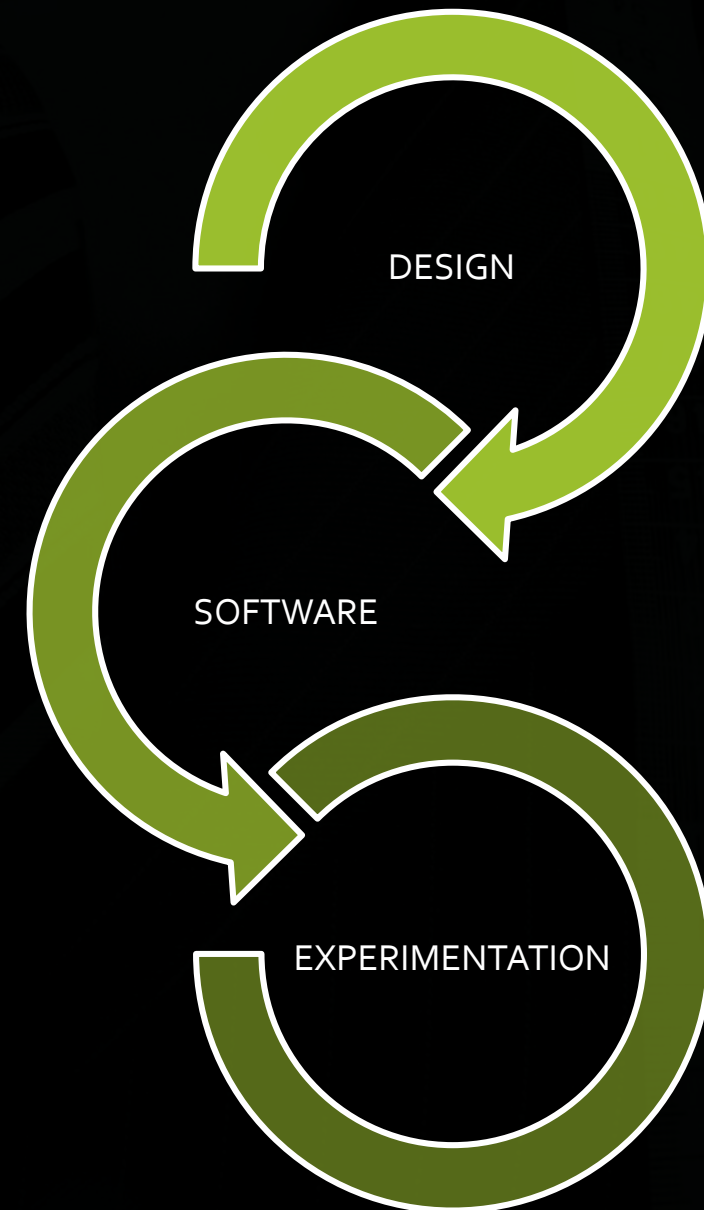
DISRUPTIVE TECHNOLOGIES FOR UNCONVENTIONAL PROCESS AND CUSTOMER EXPERIENCE





UNIQUE VALUE PROPOSITION

▶ HEVOLUS CREATE
INNOVATIVE BUSINESS MODEL
ALREADY FUNCTIONING:





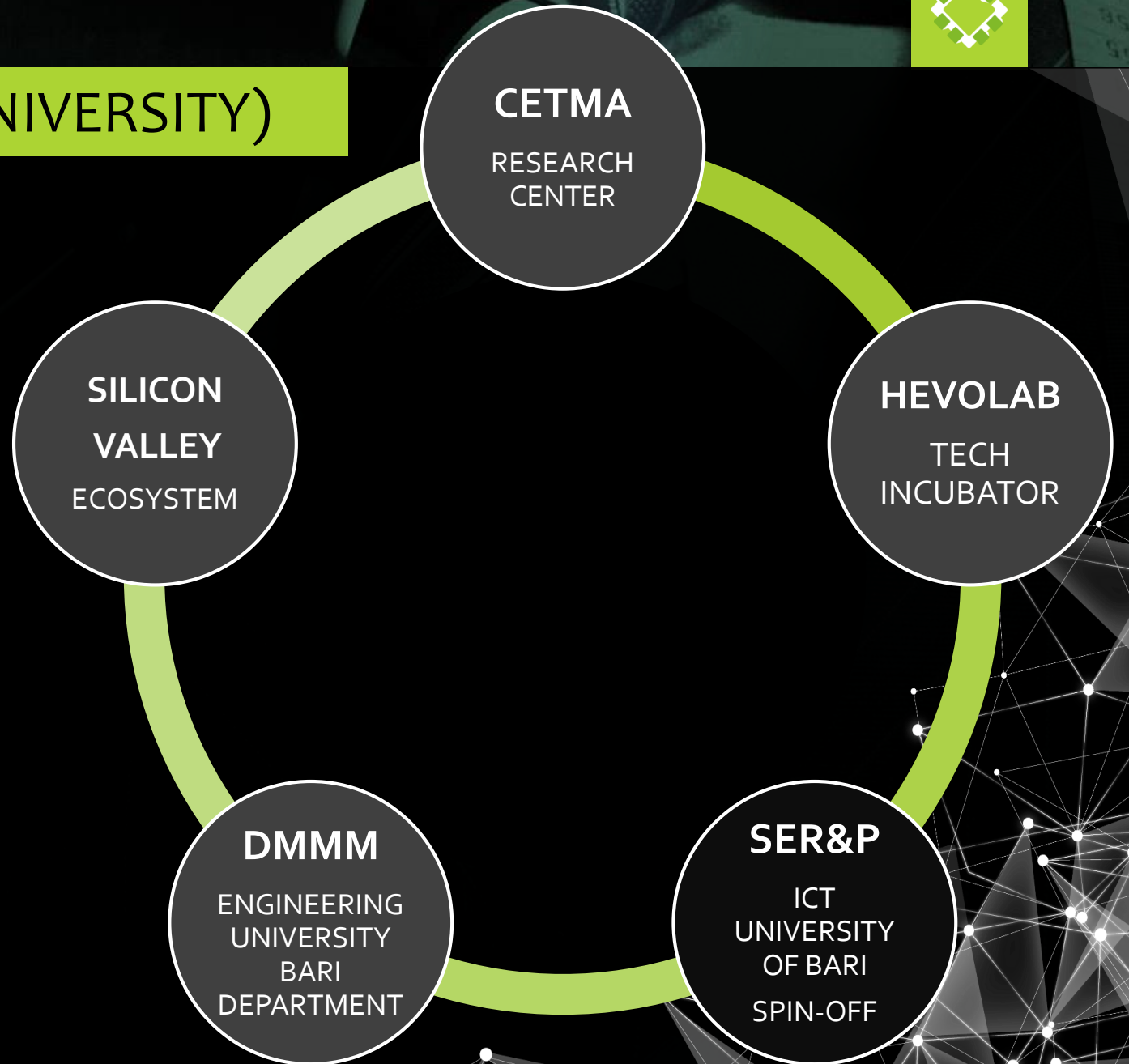
THINK OUT OF THE BOX
HevoLAB
DISRUPTIVE TECHNOLOGIES
FOR UNCONVENTIONAL CUSTOMER EXPERIENCE

OUR COMPETITIVE ADVANTAGES:

- ✓ Experienced Executive Team and International Advisory Board
- ✓ Best Italian Tech Excellences network (ecosystem)
- ✓ **We are the «last mile»: design + tech solutions «ready to go»**
- ✓ Successful track records of models already implemented and prototypes already tested



HEVOLUS ECOSYSTEM (UNIVERSITY)





- ▶ LE NUOVE TECNOLOGIE SONO UN FATTORE DETERMINANTE MA DA SOLE NON HANNO MAI CAMBIATO L'INDUSTRIA.



- ▶ C'È PROGRESSO SOLO QUANDO LE NUOVE TECNOLOGIE SONO CONNESSE ALLE NUOVE ESIGENZE EMERGENTI DEL MERCATO.

LA TECNOLOGIA NON È MAI
FINE A SE STESSA



REALTÀ VIRTUALE



REALTÀ AUMENTATA



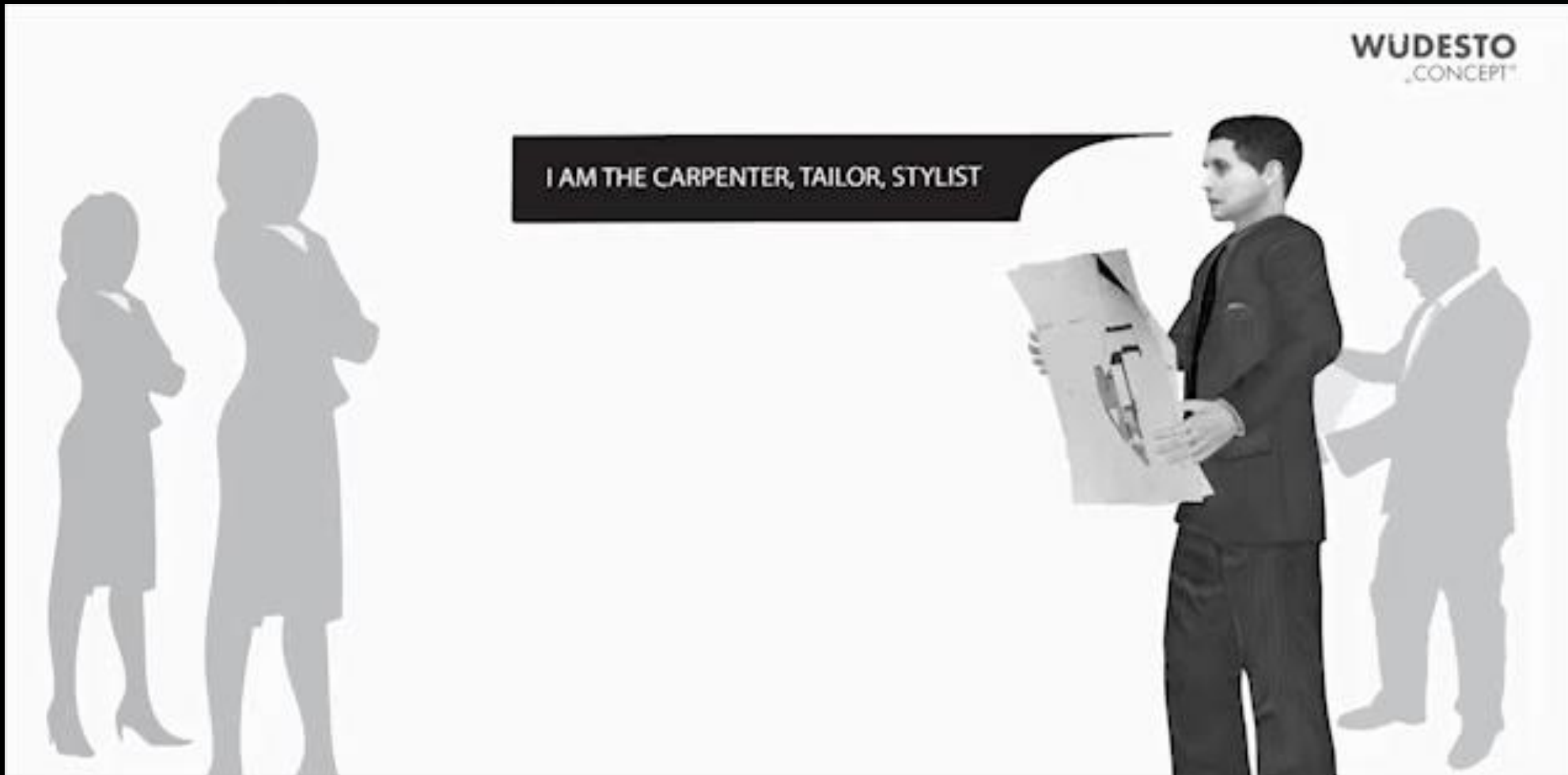
MIXED REALITY

VIRTUAL REALITY, AUGMENTED REALITY
& MIXED REALITY



WUDESTO
„CONCEPT“

**CABINET
MAKER**



REVENUE MODEL



is THE IDEAL
STAGE FOR
YOUR IDEAS



è DARE UN
PALCOSCENICO
ALLE TUE IDEE

THE SOLUTION: HevoLAB VR



THE SOLUTION: WOE



WOE
Ferramenta Hevoluta

**CABINET
MAKER**

WOE
Ferramenta Hevoluta



 **Hevolus**
DESIGNER. FABRICATOR. INSTALLER.

 **WÜRTH**

 **HevoLAB**



WOE
Ferramenta Hevoluta

**CABINET
MAKER**

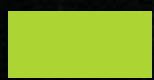
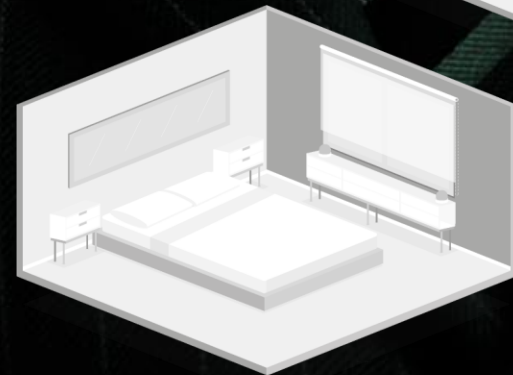
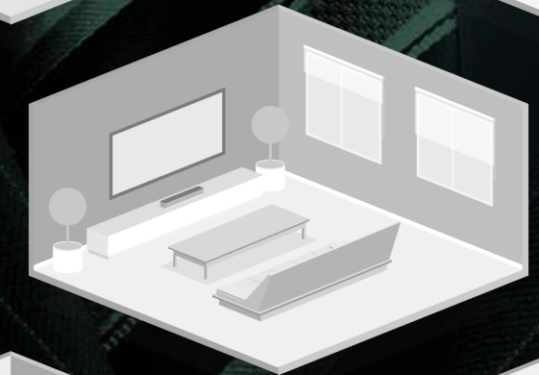
STARPOOL

w e l l n e s s c o n c e p t





FURNITURE INDUSTRY







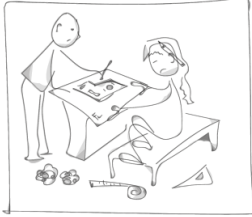
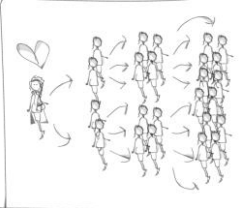


















- Coinvolgere emotivamente il consumatore nella sua esperienza di scelta e acquisto dell'arredo
- Essere al passo con le tendenze tecnologiche della società
- Generare un effetto WOW virale



CUSTOMER EXPERIENCE JOURNEY MAP



ACTIONS	01 RECEIVE THE CUSTOMER	02 PRESENT THE BRAND	03 CHOOSE THE MODEL	04 TRY REAL FUNCIONING	05 CO-CREATE WITH CLEVER Q&A	06 CREATE EXCITED FANS
WHO	 <i>Customer+salesman</i>	 <i>salesman</i>	 <i>customer</i>	 <i>customer</i>	 <i>Salesman+customer</i>	 <i>Excited customers</i>
WHERE	store	store	store	store	store	With friends
TOOLS	 THE THRONE	 VIRTUAL ROOM	 HEVOLAB VR MULTIMARKER HEVOLAB VR MIRRORING	 PHYSICAL SHOWROOM	 CAD IQ SIMULATOR	 BRAND HEADSET APP WITH CUSTOMER VR
PLUS	The customer becomes the queen 	Emotional customer engagement  The customer becomes the queen 	Less time to decision  Save space 	Save space 	Enable everybody understand customer  Customer, Designer of her house 	Transform customer In excited FAN  More refferal + brand awareness 

PHASE: 01 | **02** | 03 | 04 | 05 | 06

Customer experience JOURNEY MAPPING



PHASE | 02 – PRESENT THE BRAND

THE SOLUTION

VIRTUALROOM

VIRTUAL ROOM è il sistema per la visualizzazione in virtual reality di immagini da catalogo, video prodotto, presentazioni aziendali e immagini 360 DEMO. Possibilità di poter aggiornare costantemente i cataloghi.





PHASE | 03 – CHOOSE THE MODEL

THE SOLUTION

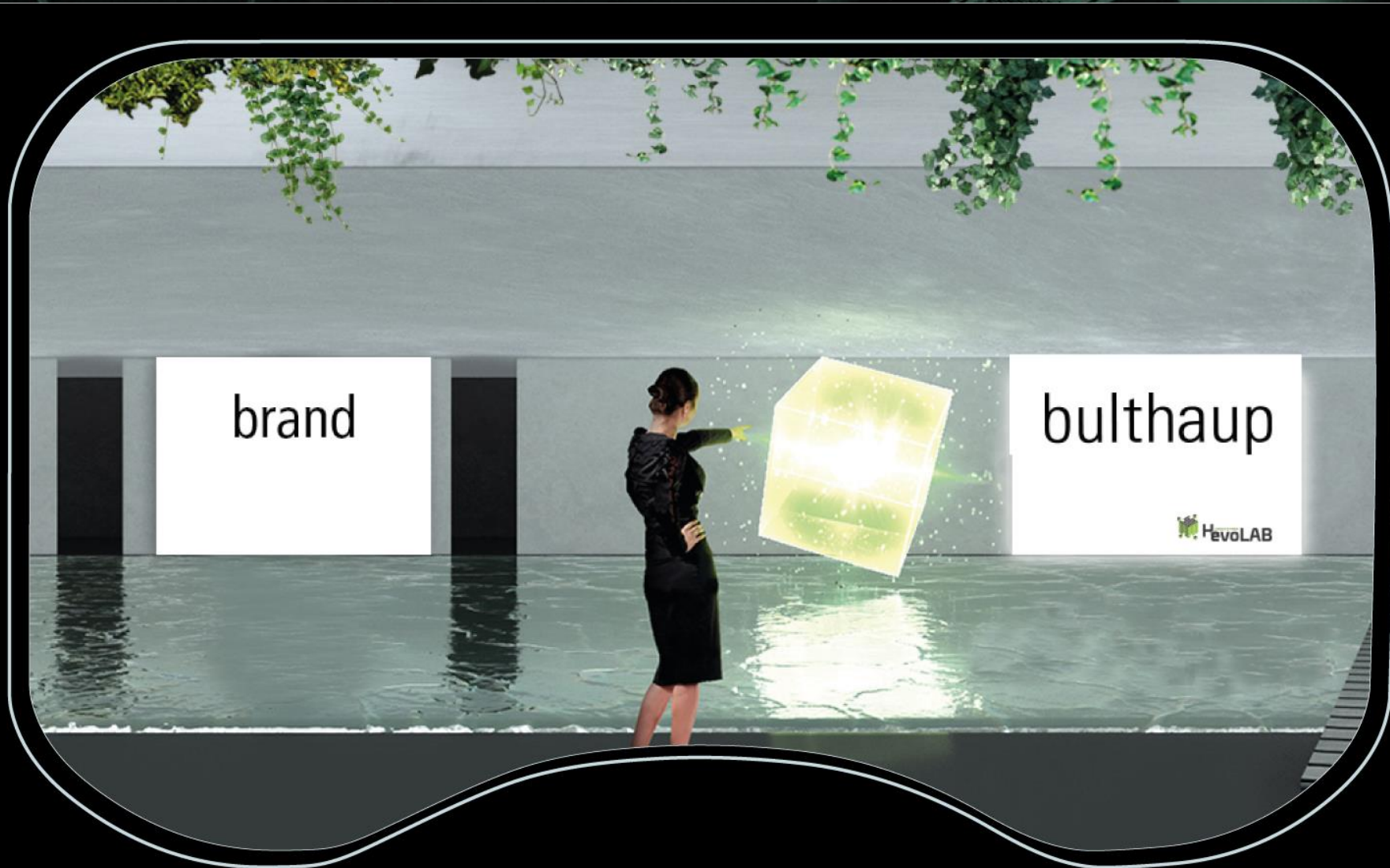
VRMULTIMARKER

VRMIRRORING

VR MULTIMARKER CATALOGUE by HevoLAB è il catalogo VR, visualizzabile in modalità multimarker. Grazie alla funzione VR Mirroring by HevoLAB il venditore può in real time «seguire» l'esperienza immersiva del consumatore e supportarlo nella individuazione di tipologia e modello.



Customer experience JOURNEY MAPPING



PHASE | 04 – TRY REAL FURNITURE FUNCTIONING

THE PROBLEM

È difficile oggi nel punto vendita:

- Riuscire ad esporre tutte le tipologie e tutti i modelli



Customer experience JOURNEY MAPPING

PHASE | 04 – TRY REAL FURNITURE FUNCTIONING

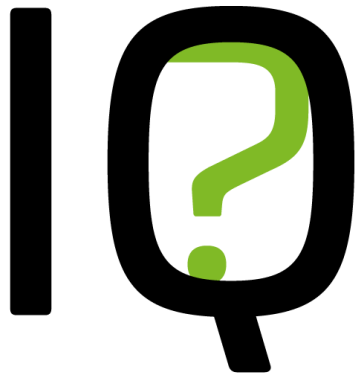
THE SOLUTION

Grazie alla selezione fatta nella Virtual Room la visita allo showroom può limitarsi alla prova dei funzionamenti meccanici delle parti.

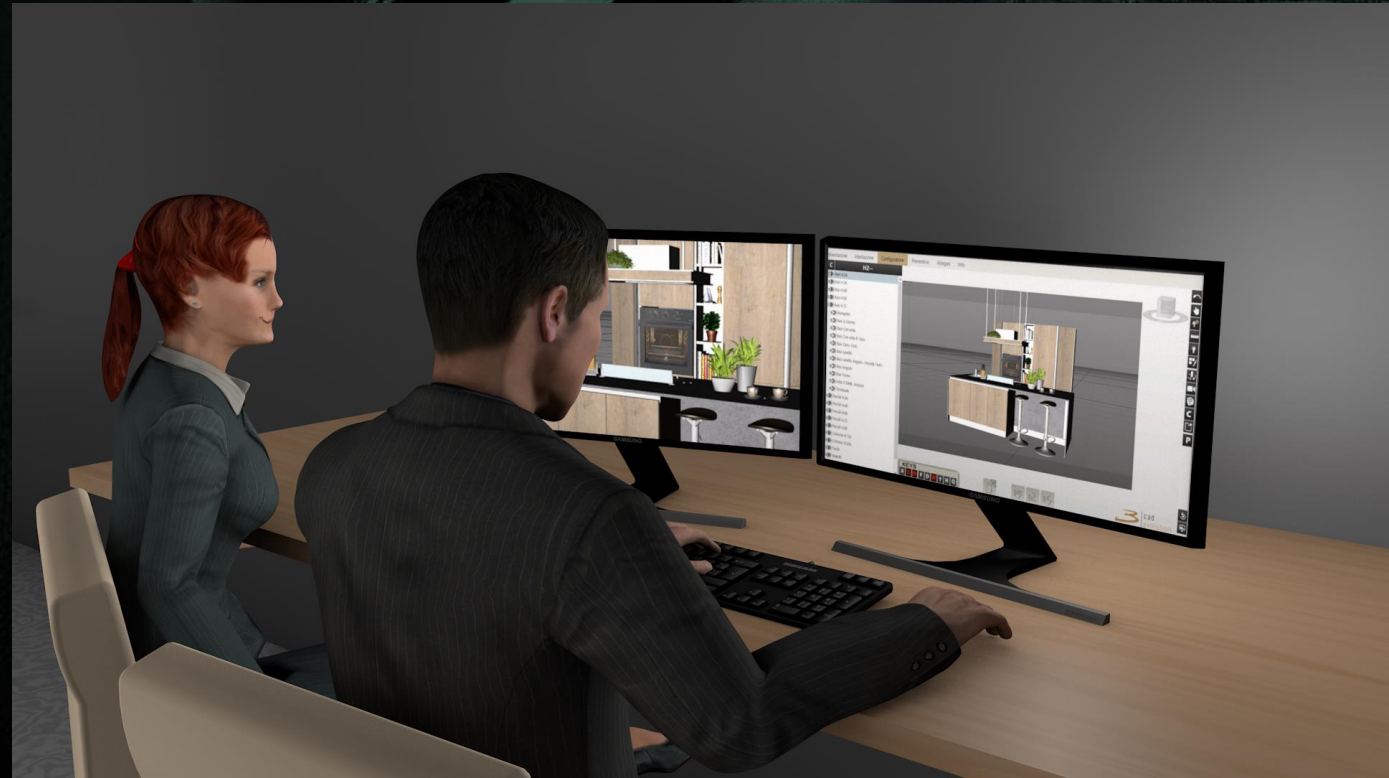


PHASE | 05 – SIMULATION WITH Q&A

THE SOLUTION



IQ by HevoLAB è la APP dotata di un modulo di intelligent question, studiata per supportare la fase di co-creazione e simulazione con una corretta profilazione domanda/risposta. Il simulatore è dotato di funzionalità ad alta risoluzione di zoom e cambio materiali e colori.





PHASE | 06 – CREATE EXCITED FANS

THE SOLUTION

BRANDHEADSET

BRANDHEADSET by HevoLAB è un box in cartone alveolato riciclabile, contenente un visore VR e uno smartphone con la APP VR MULTIMARKER. Al termine della fase di simulazione e co-creazione nel PDV, il consumatore riceverà il box in omaggio, per rivedere comodamente a casa il progetto in VR e condividerlo con familiari e amici!

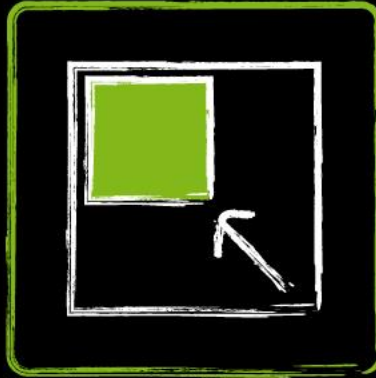




KEEPING UP WITH DIGITAL AND TECHNOLOGICAL EVOLUTION



PROVIDING A MORE EXCITING AND IMMERSIVE CUSTOMER EXPERIENCE



INCREASING THE NUMBER OF DISPLAY MODELS WHILST SIGNIFICANTLY REDUCING THE SHOWROOM SPACE



EASY UPDATING AND PUBLISHING OF THE VR CATALOGUE



MAKING THE PROJECT EASIER TO UNDERSTAND AND MORE INTERESTING FOR THE CLIENT



REDUCING THE TIME REQUIRED FOR THE CLIENT'S DECISION-MAKING

HEVOLAB MULTIMARKER IMMERSIVE VIRTUAL REALITY 360°



04 - NEXT FUTURE VISION

«Satisfying our customers is not enough
– We want to inspire them!»
~ Prof. Reinhold Würth



04 - NEXT FUTURE VISION

... noi vogliamo entusiasmare i nostri clienti e far sì che diventino i nostri migliori fans!

~ Hevolus Team

Per far questo il nostro motto è

«Se vuoi qualcosa che non hai mai avuto, devi essere disposto a fare qualcosa che non hai mai fatto» *~ Thomas Jefferson*
























**DISRUPTIVE TECHNOLOGIES
FOR UNCONVENTIONAL
CUSTOMER EXPERIENCE**



CUSTOMER EXPERIENCE JOURNEY



ACTIONS	TRY TO DESIGN	ENTER IN STORE	VIEW VR CATALOGUE	TRY&TOUCH REAL FURNITURE	CO-CREATE WITH CLEVER Q&A	TAKE MEASURES WITH HOLOLENS	HELP INDUSTRY PEOPLE MOUNTING	HELP INDUSTRY PEOPLE ASSEMBLING	07 CREATE EXCITED FANS
WHO  <i>customer</i>	 <i>customer</i>	 <i>salesman</i>	 <i>customer</i>	 <i>Salesman+customer</i>	 <i>Industry technical</i>	 <i>Industry people</i>	 <i>Industry people</i>	 <i>Excited customers</i>	
WHERE	house	store	store	store	store	house	industry	house	With friends
TOOLS	 Finger Planner	 The Throne	 VR Mirroring HEVOLAB VR MULTIMARKER	 Physical Showroom	 CAD IQ	 HoloAPP Measure for HoloLens Add-on sync Measure in Cad	 HoloAPP Help Mount	 HoloAPP Help Assembly	 Brand Headset APP with customer VR
PLUS	More entrance in Store&geo marketing 	Emotional customer engagement  The customer becomes the queen 	Save time  Save space 		Enable everybody understand customer  Customer, Designer of her house 	Less time to measure for industry or store (5')  Less time to integration in cad for store) 	Enable everybody mount new products)  Less time to mount new products 	Enable everybody mount new products)  Less time to mount new products 	Transform customer In excited FAN  More referral + brand awareness 