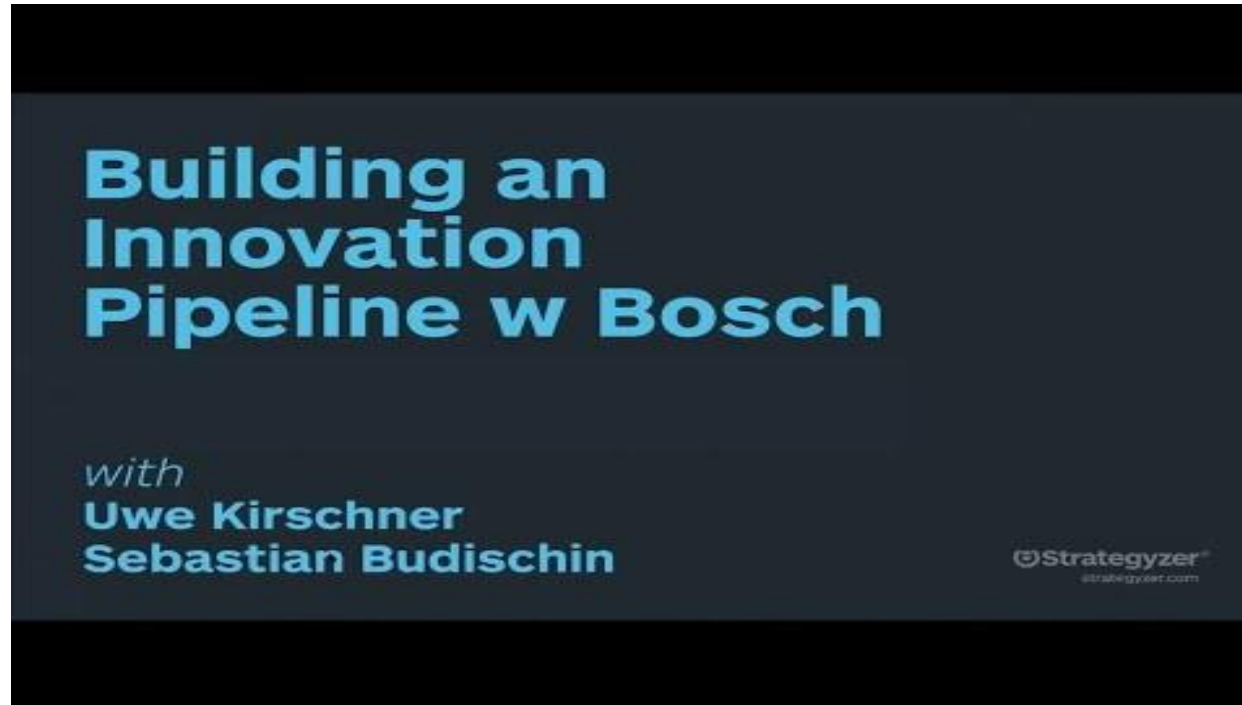


Bosch Accelerator Walk-in Program

Innovation @ Scale

What is the Accelerator Program all about?

Bosch Accelerator Program



- ✓ Winner of Impact Award 2019
- ✓ Read about the program @HBR
- ✓ Featured in Osterwalder's newest book The Invincible Company



**Harvard
Business
Review**

University of California
Berkeley
Haas School of Business



Bosch Accelerator Program

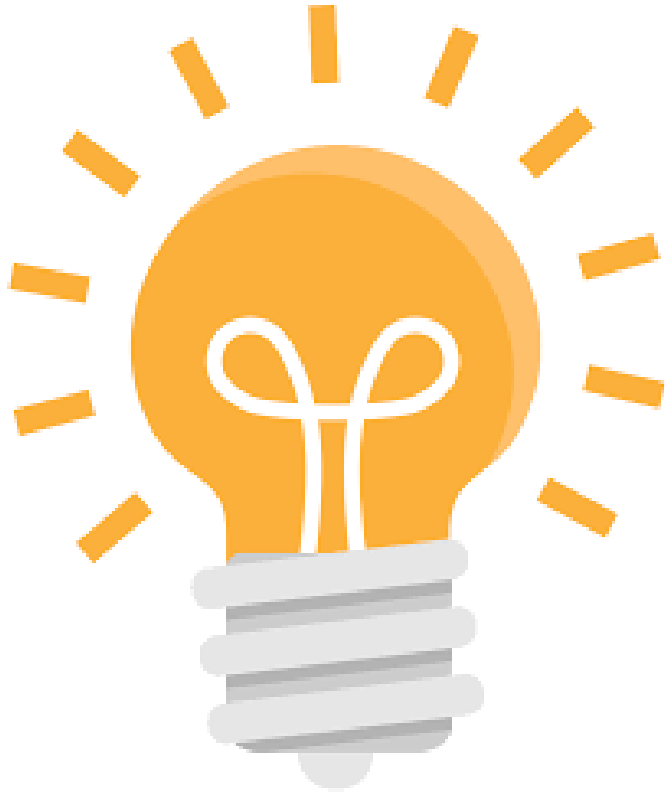
How to convert ideas into scalable business models?



Are you investing in the right ideas?

Do you have a systematic way to select the right ideas?

Would you like to find out how?



In the program you'll find out:

- If there is a real customer problem you can solve
- If the target market is attractive
- If you can turn your idea into a scalable business model

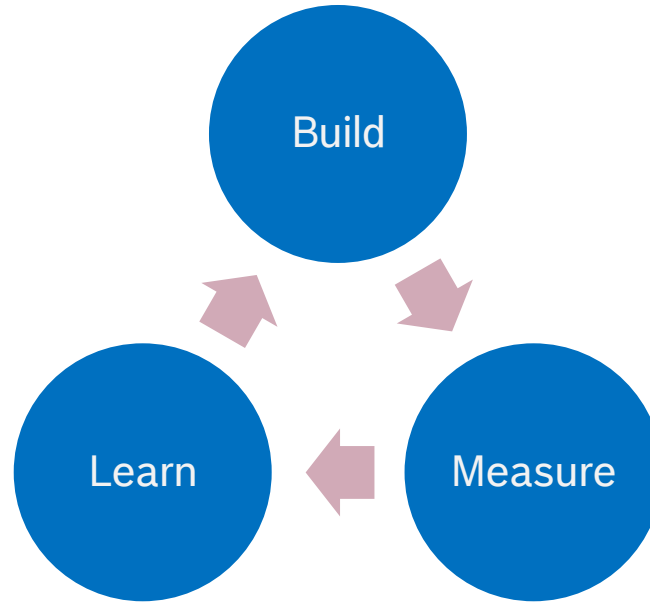
Bosch Accelerator Program

How to validate business models fast and efficiently

Innovation projects

On- & off-site approach

Mentoring support
through internal and
external experts



Input

Output

Phase 1

Customer's problems validated

Problem-market fit evaluated

Go No-Go

Phase 2

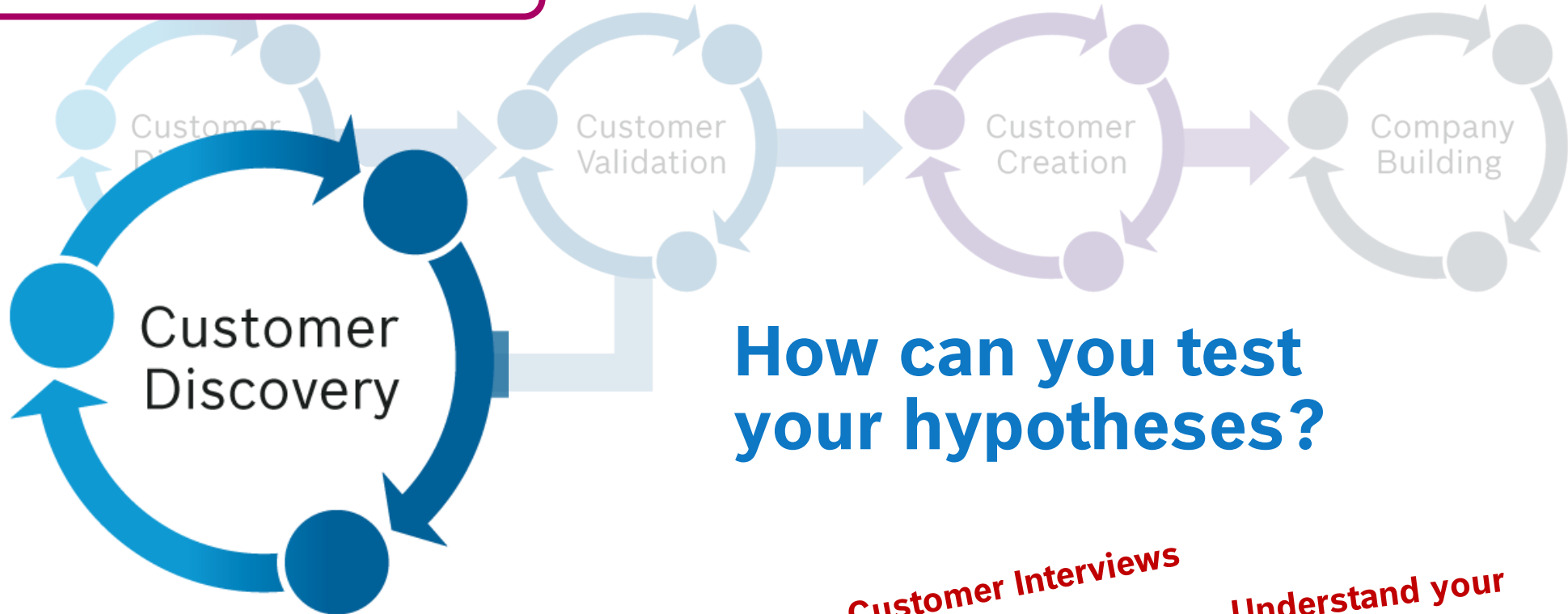
MVP* tested with target customer

First customers acquired

Initially validated business model

Go No-Go

Phase 1



**How can you test
your hypotheses?**

Experiments

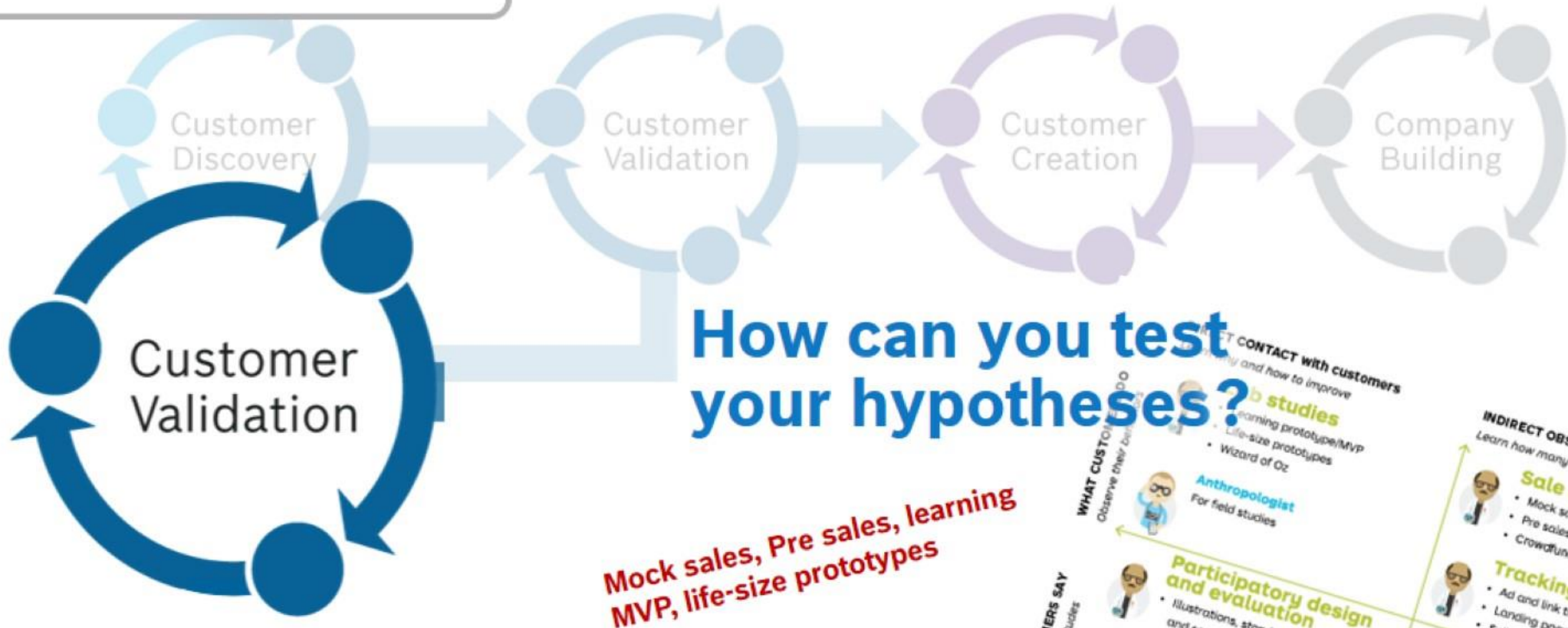
Customer Interviews

**Get out of
the building**

**Understand your
customer**

Find the must-haves

Phase 2



Bosch Accelerator Program Snapshot

Coaching
weekly
sessions

Docupedia

Spaces

Create

Search

Bosch Accelerator Program

Pages

Navigation

Search this Wiki

Bosch Accelerator Program Home

Program Introduction

Phase 0 - Getting Started

Phase 1 - Customer Discovery

Session 0

Session 1: Kickoff

Session 2

Assignment: Session 2 Online - PLEASE COMPLETE

Deliverable: A clear must-have for decision makers

Deliverable: Your channel diagram

Deliverable: Your competitive environment - who else is solving the

Deliverable: Your customer journey map

Deliverable: Your get-keep-grow sales strategy

Deliverable: Your proposed revenue model

Deliverable: Give Another Team Constructive Feedback

Session 3

Session 4

Session 5

Session 6

Session 7

Session 8: Closing

GET - KEEP - GROW

get customers

AWARENESS

INTEREST

get customers

virat lo

Click on the image to download the template

Value Capture: You have defined your get/keep/grow sales strategy

Demand Creation Strategy

GET

What you are going to provide to get customers

KEEP

What you are going to provide to keep your customers

BOSCH

Michael Nichols

Sara Carvalho

Sebastian Budischin

Uwe Kirschner

Levent Sürer

Berkeley

Innovation Acceleration Group

Mark Searle

André Marquis

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BOSCH

Bosch Accelerator Program

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