

KICK BOOK

KICKBOX®

**WELCOME TO THE KICKBOOK,
THE HANDBOOK FOR INTRAPRENEURS!**

Every adventure begins with a first step – and so every successful innovation begins with a spark or an igniting idea to change the world. The KICKBOOK is that first step – one that most people never even take. You are one of the bold few.

The KICKBOOK will help you analyze your idea, validate it and present it to potential sponsors!

The book is based on experience gained from thousands of intrapreneurs who were working on their Kickbox innovation projects in organizations such as Swisscom, Adobe, Roche, Siemens Energy, Implenla, SBB, Georg Fischer, Baloise Group, CSS, LGT, ETH Zurich and many more.



**CONGRATULATIONS
ON YOUR KICKBOX!**

“It's about being able to move quickly, and listening to customers.”

MARK RANDALL, FOUNDER OF ADOBE KICKBOX

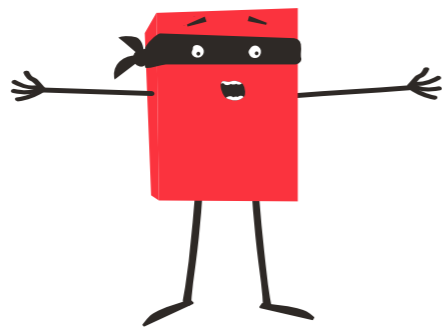


THE KICKBOXER THE KICKBOXER TEAM*:

A kickboxer is an intrapreneur who has been given the freedom and the resources within their company to validate their idea and drive their project forward.

CREATIVITY

COURAGE



SUPPORT

PERSEVERANCE

FREEDOM



* Are you already part of a team? Congratulations; you can make use of everyone who is involved! If not, then keep an eye out for potential allies. Do you want to know what makes a good team? Scan the QR code.

INTRO

You are going to fully research the potential of your idea. This book will help you with valuable considerations, exercises and tests, so you can be more confident about your hypotheses. Like a detective, you'll gather evidence for your assumptions. This helps you to minimize uncertainty and strengthen your argument. The result will be an informative presentation that you can use to convince potential sponsors.

The KICKBOOK is here to assist you. No one will be checking up to see whether you've done the exercises: you alone will decide how you use it. Your journey as an intrapreneur could be compared to a rollercoaster ride: one day you receive positive feedback on your idea and the next it's torn to shreds. Don't give up! This kind of (emotional) rollercoaster ride is part of the innovation process.

If you realize at some point that you can't complete the project, it's not the end of the world. You can get off at any time. Not every idea serves a customer need. The important thing is that you take your new experience away with you and share it with your network.

Resilience is key! If you talk publicly about your KICKBOX project, you can significantly increase your resilience.

That's why you should take a selfie with your KICKBOX - no bla, just do - and post it on social media with these hashtags.

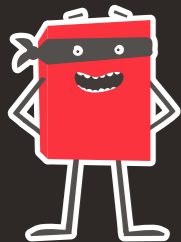


#KICKBOX
#intrapreneurship
#rready

KICKBOX PROCESS



The process gives you a basic structure. However, be aware that getting an idea validated often requires turning back, repeating and trying again.



SHORTCUTS

Do you want to take the quickest possible route? Then navigate directly to the pages for which you can't yet give a positive response to the question and complete the relevant tasks. Good luck!



Hello, are you doing okay?
Do you know your motivation and are you sure of it?

Yes! No (go to p. 26)



Can you describe exactly how people solve the problem now and why the current solution is not ideal?

Yes! No (go to p. 64)



Hi! Me again. Do you know how many people may potentially have this problem?

Sure! No (go to p. 73)



Do you know at least three people in your network who are excited about your idea?

Yes! No (go to p. 100)



Were you able to find out how much the test subjects were prepared to pay for your solution?

Yes! No (go to p. 126)



Were your assumptions proven to be true in the market test?

Yes! No (go to p. 133)



Do you know who the first customer for your solution is and how you can locate them?

Yes! No (go to p. 133)



Do you have an idea of how the first functioning version of your solution should look, how you would like to implement it and the cost?

Yes! No (go to p. 171)



Do you know how to reach the sponsors?

Yes! No (go to p. 193)



Are the next steps and your request to the sponsor clearly formulated?

Yes! No (go to p. 199)



Have you agreed a date and time with the sponsor?

Yes! No? Well, no time like the present!

HOW DOES THE KICKBOOK WORK?

This is John R. Boxly. He will be by your side with tips throughout the book. He looks cute, but he's quite pushy and will kick your backside if you need it.

These are neutral



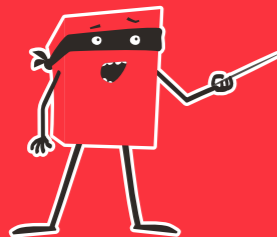
Online materials

Scan the QR codes in the KICKBOOK to access additional materials, download additional templates and much more.



ExtraKicks

Find the ExtraKicks in the book and use them to take your validation to a new level.



Try it and see.



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THE KICKBOX PRINCIPLES

Familiarize yourself with the core KICKBOX principles. As a Kickboxer, you will use new (working) methods and gain new experience.



To find out whether your business idea meets a customer need, you need to discuss it with lots of people, both inside and outside your company. Presenting your idea again and again can be tiring, but you'll learn how to sum up your idea better, get feedback and convince people of its benefits.



There are no successful intrapreneurs who developed their idea from behind their desks, who didn't back their words up with action or who preferred colorful PowerPoint slides over customer feedback. That's why the KICKBOOK encourages you to move on from the theoretical concept and carry out real experiments.



Congratulations! When you opened this book, you became a CEO. You alone will decide now how you develop, test, present and make a success of your idea. But don't forget, good CEOs know exactly which experts to ask for advice, and when. Ultimately, you make all the decisions, but you're not alone – so use your network!



You are using this book because you have an idea. But you might also have opened this book because you're driven by a vision. Be bold and think big! A vision gives you something to hold on to on your rollercoaster ride. But be aware that it's impossible to implement a vision in one go. That's why this book leads you ever closer to your vision, step by little step.

And don't forget that you are part of a company, so share your story with your colleagues! Who knows, maybe you'll soon find a new team member.



SUCCESSFUL BUSINESSES BEGAN LIKE KICKBOX: DROPBOX CASE STUDY

Instead of going to the market with a completely developed product, Dropbox began with a prototype and developed step by step to become a product with more than 500 million users.

THE DROPBOX VIDEO PROTOTYPE

Dropbox originally began with a three-minute screen recording to present its service (which did not yet exist). This allowed Dropbox to affordably test whether there was a customer need for its service. They used the comments beneath the video to adapt the product development in the best way to suit customer needs. At the same time, Dropbox was able to attract genuine prospective customers for its market launch.

Today, Dropbox is one of the largest document storage providers in the world.

Do you think that only a start-up can achieve something like this? Not true! According to Steve Jobs, even Macintosh started as an intrapreneurship project.



Check it out.



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RRREADY?



Down your
espresso
and...

