



## **PRODUCT INNOVATION LAB**

**RESULTS IN 100 DAYS. A VALIDATED MVP, NOT ANOTHER PRESENTATION.**

A 100-DAY SPRINT THAT TURNS IDEAS INTO PRODUCTS CUSTOMERS ACTUALLY ADOPT.

# Innovation doesn't need more time. It needs a *structured framework* and the *right people* in the room.

## THE PROBLEM ISN'T IDEAS - IT'S PROCESS

Most organizations launch products slowly - not for lack of ideas, but for lack of process. Ideas get stuck in approvals, prototypes arrive late, and by the time the product ships, the market has moved on. The most expensive mistakes happen at the start, when teams build before they understand the customer's problem.

## OUR ANSWER

A curated set of methodologies, packaged into a **100-day sprint** that delivers a **tested MVP** - not a deck, not a roadmap. A working, customer-validated advanced prototype your team built together.

## How it works

- 1

**Multidisciplinary teams**  
Each Lab brings together 5–6 people from Sales, Product, and other key functions - people who don't normally work together. Diverse perspectives lead to better decisions.
- 2

**Progress in sprints**  
Innovation moves through fast build–test–learn cycles. Teams test with real users, integrate feedback, and refine. Failures come early, small, and cheap.



→ packaged into a 100-day sprint that delivers a tested MVP.

## What you take away

- 01

**Results in 100 days**  
Not a slide-deck. Not a report. An Advanced Iterated Prototype - built, tested, and validated.
- 02

**True customer-orientation**  
Every decision starts from one question: does the customer actually want this? You build a product customers adopt - not one they tolerate.
- 03

**An innovator mindset that stays**  
Beyond the product, the Lab changes how people work: they test before they invest, listen before they build, and ship before they perfect.

WANT TO SEE WHAT THIS LOOKS LIKE FOR YOUR TEAM?

# Let's design the future.

Tell us about the product or service challenge on your desk. We'll come back with a 100-day Lab designed for your context: team composition, sprint plan, deliverables, investment.

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ICG Integrated Consulting Group is a European consulting firm focused on enhancing organizational performance through a people-centric approach. We partner with leaders to implement strategies and drive change, serving over 300 private and public organizations annually.

