



# UNIVERSITI PUTRA MALAYSIA

AGRICULTURE • INNOVATION • LIFE

## MODULE 8 SPECIALISED MODULE: CHAMPION TO BE

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**BUSINESS CHAMPION**



**INNOVATION CHAMPION**

develop leaders with focus  
and passion:

**“ No Champion, No Project,  
No Exception”**

**Customer & Market  
Needs**



**Value Creation: NABC**



**Teams**



**Organizational  
Alignment**



# CHAMPIONS

Every project starts when  
one person commits to  
making it happen



# Champions are...

The people who capture, expand, and iterate the value proposition of a given project



**CON'T.**

## Assembles and Motivates The Innovation Team

- Identifies the necessary expertise and enrolls team members
- Reaches beyond the organization's walls and includes customers, suppliers, and others when appropriates
- Communicates the vision and goals continuously

# **Roles of a champion**

## **Drives the Value Creation process**

- Takes the lead in identifying an Important Customers and Market Need
- Creates an overall vision for the project
- Leads development of the NABC Value Proposition
- Guides Value Proposition iteration through Value Creation Forums
- Leads development of the Elevator Pitch and, later, the Innovation Plan

INNOVATION



# Innovation

- **“Innovation** is the generation, acceptance and implementation of new ideas, processes products or services”

## **Thompson’s (1965)**

- A similar definition of innovation: **West and Anderson (1996):**

**“Innovation** can be defined as the effective application of processes and products new to the organization and designed to benefit it and its stakeholders”.



# GOLDEN NUGGET

## Value Creation

Value  
Proposition-  
NABC

Elevator pitch

Value Creation  
Forums  
(Watering  
Holes)

Innovation Plan

To your  
enterprise  
or investors

NABC

To your  
customers  
and partners

# ELEVATOR PITCH

A short summary used to quickly and simply define a product, service, or organization and its value proposition.

reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty second to two minutes

# BUSINESS MODEL CANVAS (BMC)

Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Key Resources



Channels



Cost Structure



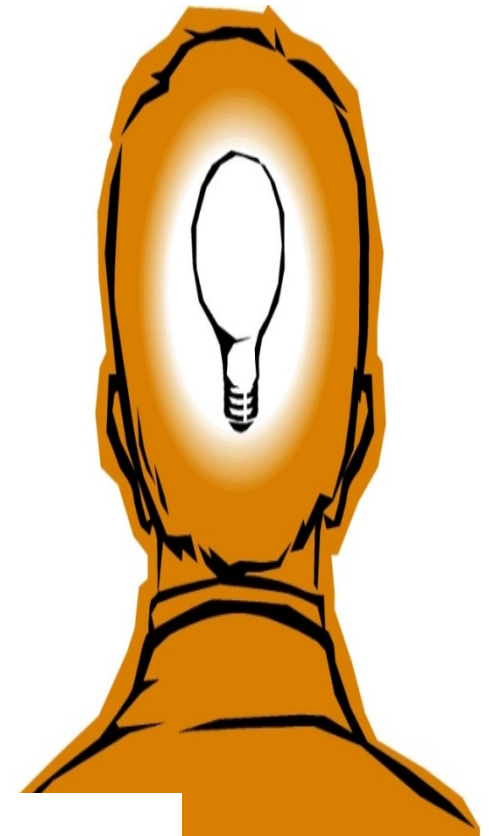
Revenue Streams





**Think of current or coming project innovation in your business**

**write down the elevator pitch  
(Worksheet-source: SRI)**



# The Elevator Pitch

## Hook-NABC

### 2 minutes pitch

□ One-to-one



# Team Work Assignment



# PITCHING THE IDEA

- **Champion presenter:**
- **Audience:**





# Feedback process

- What did you like and why?
- what was most valuable?

Blue Hat



- Where is the value unclear?
- What is missing?

Red Hat



- What value does this bring?
- What alternative are there?

White Hat



- User perspective
- What is missing?
- What changes would make this more compelling?

Eyes of the customer





# Task

- Group presentation
- 3 minutes video of innovation idea related to environment

- Remember

- NABC
- Golden Nugget
- Convincing



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Terima Kasih | *Thank You*