

# BETA COMPANY INNOVATION®

## YOUR CORE BUSINESS IS UNDER THREAT

COMPANIES IN THE DACH REGION EXCEL AT OPTIMIZATION. BUT WHEN IT COMES TO RADICAL INNOVATION, THEY FAIL – BLOCKED BY FIXED MINDSETS AND TRADITIONAL CORPORATE LOGIC.

The result:  
Millions wasted on transformation attempts, strategy workshops, and innovation theater – with zero disruptive impact.

WE DO THE EXACT OPPOSITE.  
AND THAT'S PRECISELY WHY IT WORKS.

We don't build corporate cultures for "everyone."  
We identify the 5% of your people who think bigger, learn faster, and act more courageously – and give them the radical freedom to do exactly that.

### WHAT YOU GET

- MEASURABLE OUTCOMES IN UNDER 6 MONTHS
- INNOVATION WITHOUT COMPANY-WIDE TRANSFORMATION PROGRAMS
- FAR LOWER EFFORT THAN TRADITIONAL CHANGE INITIATIVES
- A STRATEGIC EARLY-WARNING SYSTEM THAT ANTICIPATES DISRUPTION – INSTEAD OF REACTING TO IT

## BETA COMPANY INNOVATION® THE PROCESS – FOUR STEPS. ONE GOAL.

→ LEARN, BUILD, AND TEST FASTER THAN THE MARKET → AND FASTER THAN TRADITIONAL ORGANIZATIONS EVER COULD

#1

### IDENTIFYING EXISTENTIAL THREATS

Together with top management and external experts, we analyze which disruptive technologies and business models could make your core processes obsolete.

Face-to-face. No bullshit bingo.

#2

### FINDING THE 5% WHO ENABLE INNOVATION

Our Growth Mindset Assessment identifies employees who truly understand the core business – and are willing to challenge it.

The pioneers with radical curiosity and the willingness to learn.

#3

### BETA COMPANIES: AUTONOMOUS INNOVATION UNITS

With these innovative rule-breakers, we build small, agile units outside corporate logic.

With their own rules, startup speed, and one clear mission:  
**Attack the mothership before someone else does.**

AI accelerates the learning and decision-making-process.

#4

### DISRUPTIVE INNOVATION → LONG-TERM INTEGRATION

Beta Companies experiment 24/7, test radically new products, and invent new business models. Just like Amazon, when the Kindle team deliberately attacked its own book business.

The mothership remains strong - but is constantly challenged by real innovation.