

How to bring innovation into a conservative market?

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**The Art of Innovation is the Key
to Business Success**

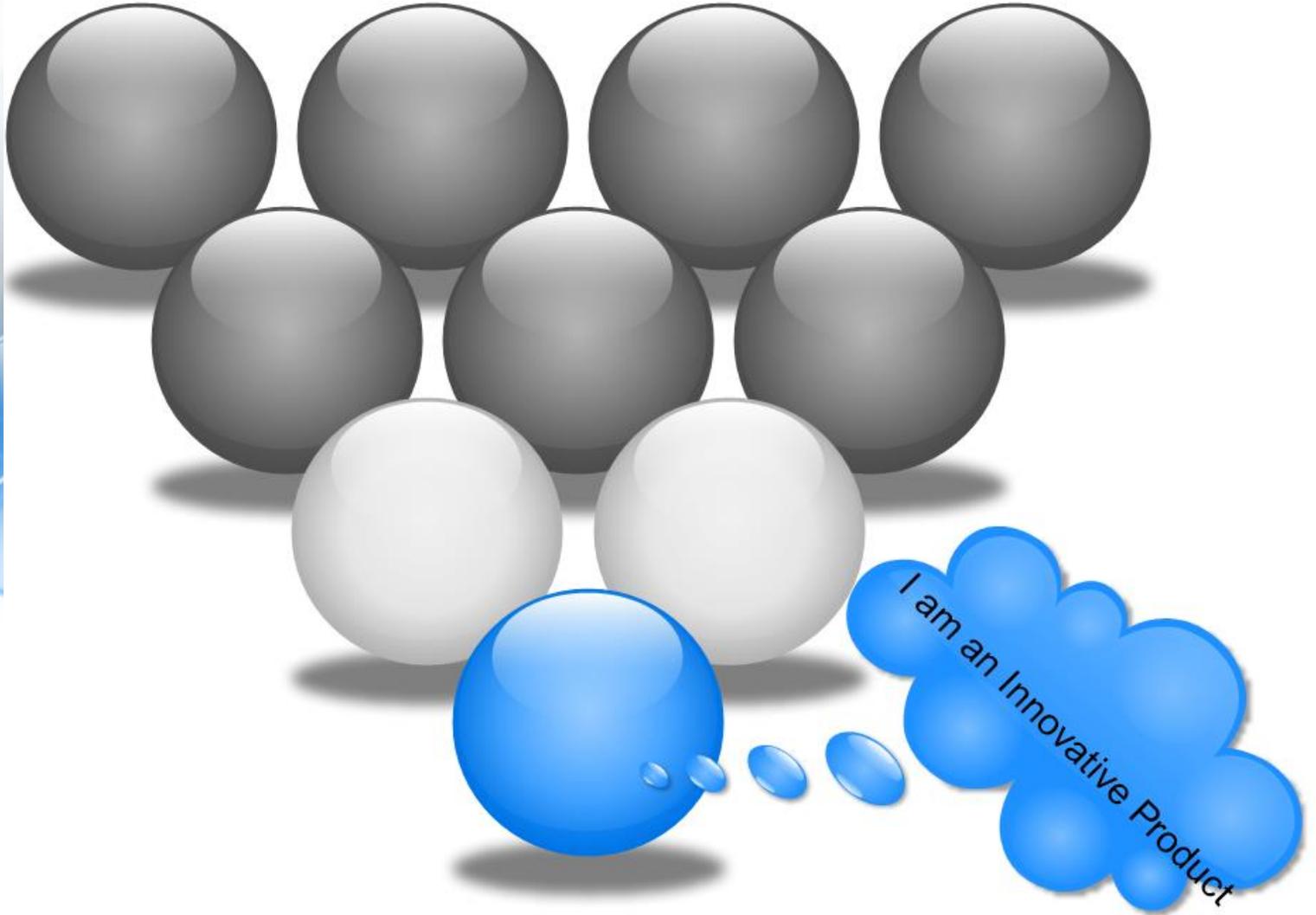


Outline of the Topic

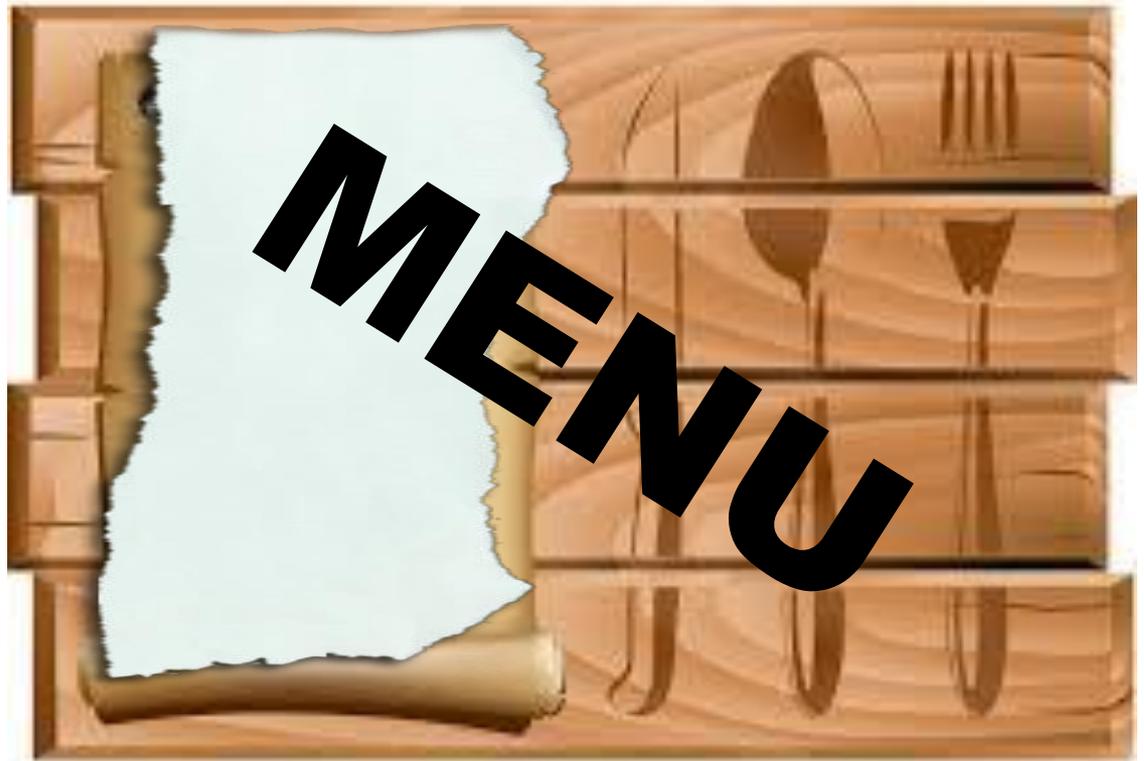
- ✓ How to create innovative products?
- ✓ How to analyse and to understand the specific market?
- ✓ What clients want and why they need your product?
- ✓ How to test the "right product"?



How to create innovative products?



HORECA SECTOR (Hotel, Restaurant, Café)



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APPI-APPI



Tablet Menu



How to analyse and to understand the specific market?



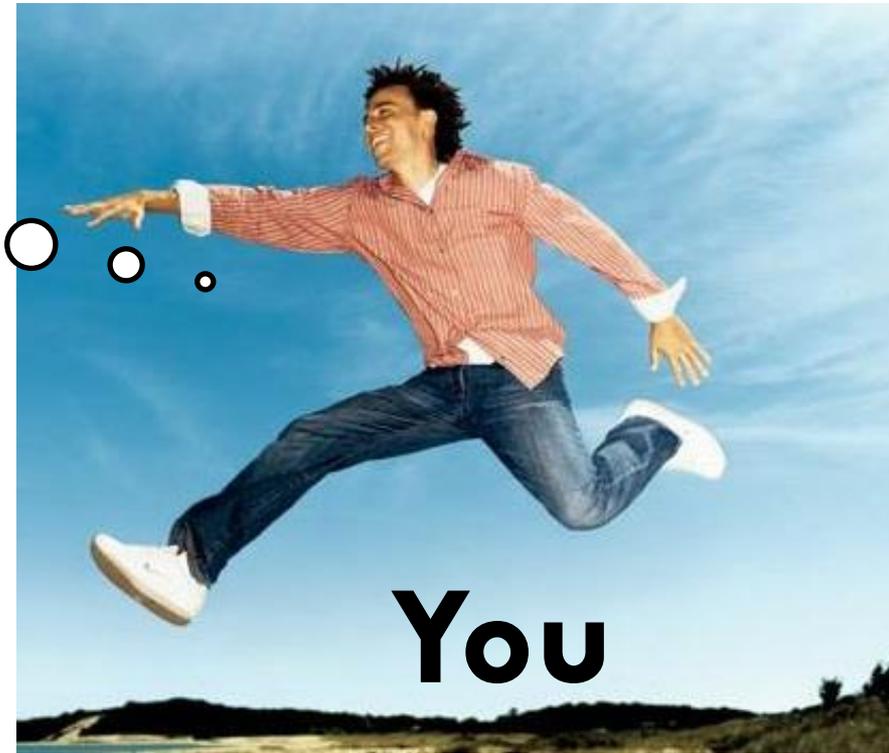


Strategic Map



What about your future client?

I make you
happy!!!



You

What???

Client

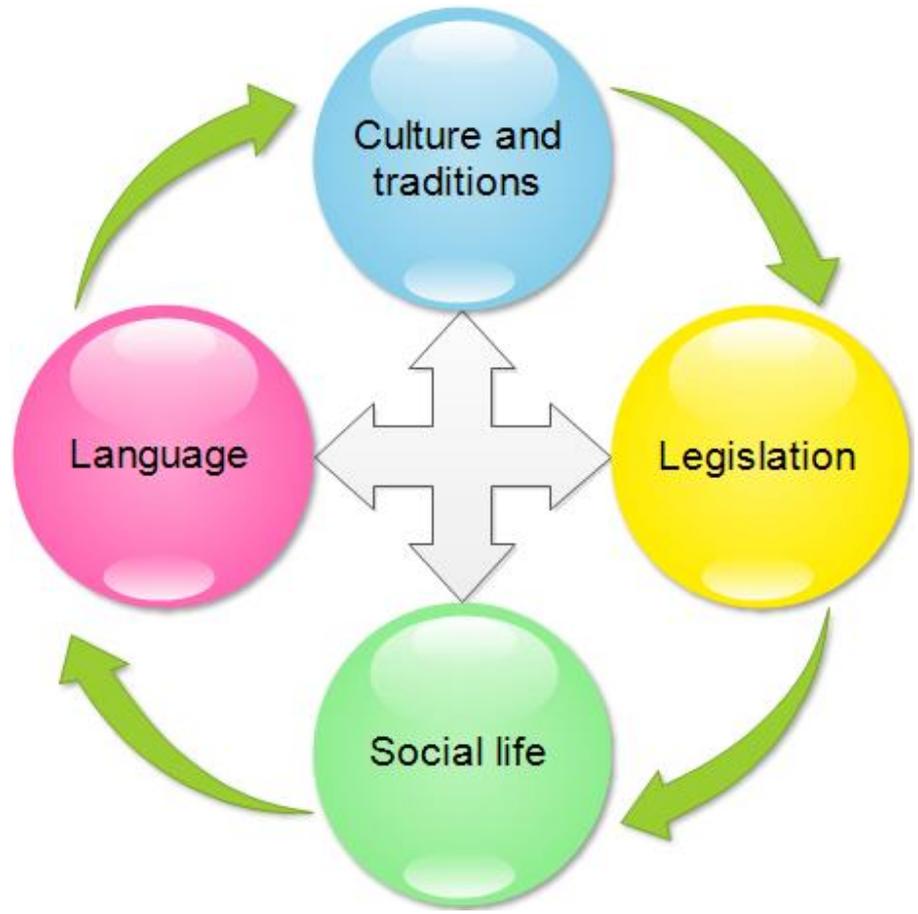


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It's very important to know 'the right place and the right time', but there is more...



People



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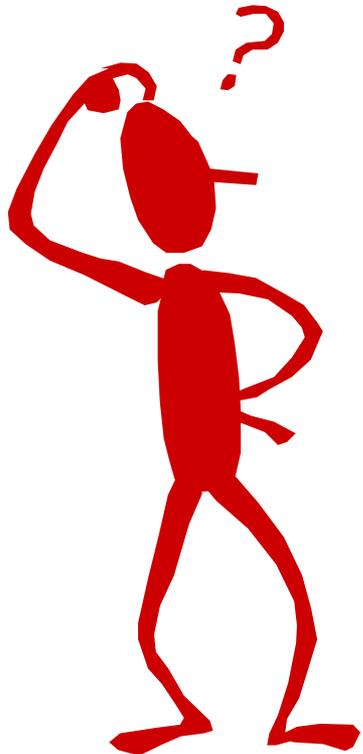
Be ready for the unexpected...



Time



Investment



How to get meetings with future clients?

-  Mail 
-  Post 
-  Presentation 
-  Expo 
-  Call Centre 



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... and a few statistics...

- Total number of restaurants (with personnel) in Belgium: 22.627
- Result of 18 weeks calling: 1500 restaurants
- Meetings: 47
- Info-mails to prospects: 103



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What clients want and why they need your product?





"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new".

1989, Steve Jobs



**Why I need your
product?
Come back in 5
years...
when I am ready
for it**



 **"Compose your own story, but stick to the reality"**



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Why "Appi-Appi"?

Appi means "Help" in the Estonian language and our goals are to:

- "help" our clients-restaurants to please their clients
- "help" these clients to have a pleasant and cosy time
- "help" to create a unique design menu
- "help" to create a special image and reputation
- "help" to provide a high quality of service
- "help" to discover new ideas and technology in the HORECA sector
- "help" to optimize processes
- "help" to achieve great results
- "help" to attract new clients
- "help" to increase revenue



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How to test the "right product"?



Before selling your product, give it for testing!!!



TEST

- ✓ Define in detail the method and rules of testing
- ✓ Propose to the "right" people
- ✓ Estimate the time and costs
- ✓ Establish a change procedure
- ✓ Agree on acceptance criteria

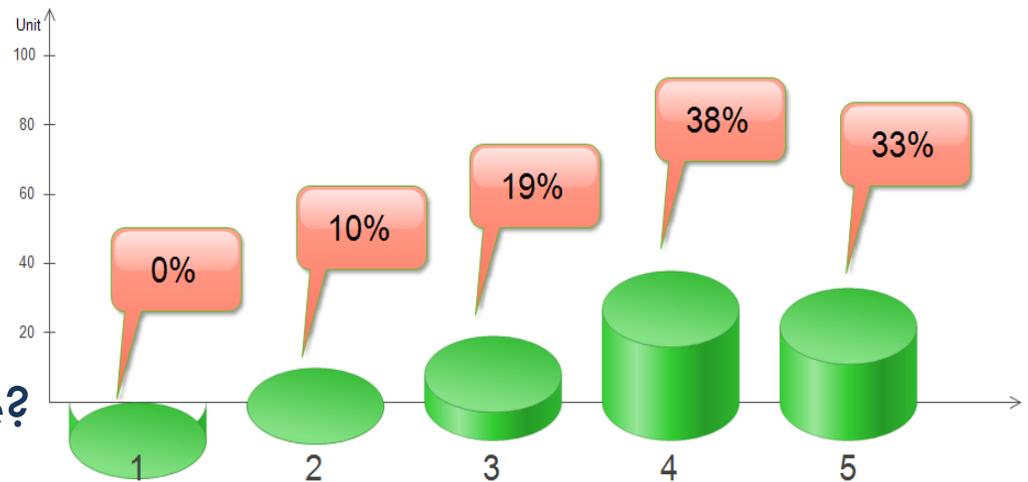


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The small survey among users during test-period...

What is your overall impression of the digital Appi-Appi menu?
Give points from 1 (not good) to 5 (very good impression)

- What do you like most about this product?
- What would you change about this product?
- Do you think the Appi-Appi menu is easy to use?
- Do you think this innovation will boost the image of the restaurant?



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Thank you for you attention!



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