



Verizon

Verizon is telecommunications conglomerate

Identify and develop new growth opportunities stemming from the applications of next gen technologies

APPROACH







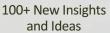




5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES







20+ Strategic Growth Opportunity Areas



20+ Detailed Business Concepts



5 Business Cases for Senior Leadership

KEY TRENDS

- **Hyper-consumption:** the demand for mobile data consumption accelerates, driven by high-quality content and high-performance apps
- Interconnectedness: diversified connected devices constantly come into play (Internet of Everything: sensors, wearables, toys, home appliances, etc.)
- Premiumization: smart phones continue to increase in value, consumers interested in premium offering
- Cloudification: growing reliance on public cloud services like cloud storage and computing has become increasingly accepted



"The Innovation Olympics helped us bring a fresh perspective and new ideas on how to provide better products/services to our customers using emerging technology. It's a great way to bring an outside perspective from brilliant young minds across the world"

Thomas Sanchez - Ubich, Product Strategy and Innovation