

Verizon

Verizon is telecommunications conglomerate

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

APPROACH

Stanford
University

UNIVERSITY OF
CALGARY



Brandeis



HULT
INTERNATIONAL
BUSINESS SCHOOL

Penn

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

OUTCOMES



100+ New Insights
and Ideas



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