

Creating a tailor-made fintech training program



Learning & Knowledge

Training internal champions to deliver transversal innovation

Zurich Portugal was implementing a new **innovation framework** and **governance for corporate innovation**.

In that process was looking for a partner to train key stakeholders in:

1. **Innovation management skills**
2. **Insurtech trends**, collaboration strategies and pilot development

The key of the program was to develop something **industry specific** – what are the challenges of **innovating in insurance**



92 Net Promoter Score
The class of 12 participants evaluated the with 92/100 in the NPS scale

Engagement with practical cases such as startups, benchmarks of cooperation

Corporate innovation benchmarks with real case studies of other corporate innovation frameworks

Content of the Training Program

Insurtech end-to-

end



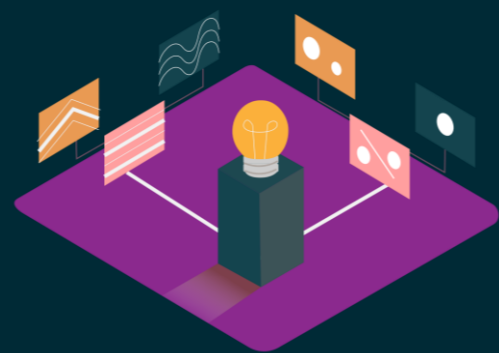
**Experiment
Design & Testing**



**Insurance Trends
& Challenges**



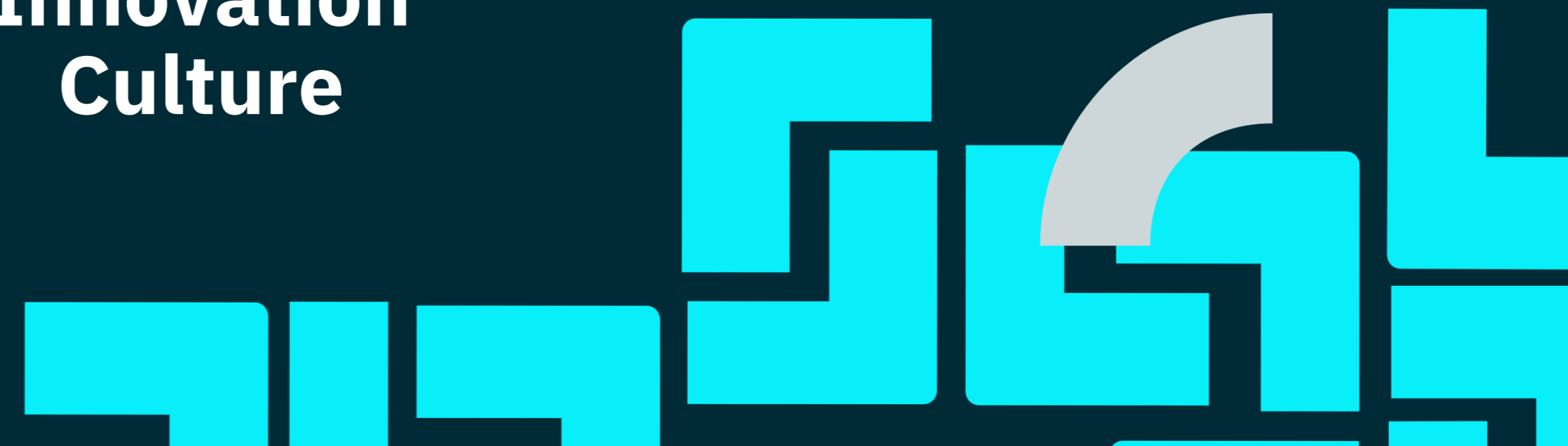
**Insurtech
Ecosystem**



**Corp. Innovation
Initiatives**



**Innovation
Culture**



Program Structure

Day 1 | Scope

Day 2 | Tools

Day 3 | Initiatives

Lean Startup Tools and Pilot Development

Innovation Management

- Innovation Horizons
- Ecosystem of Innovation
- Lean Startup - what is?

Corporate Innovation Tools

- Lean Startup applied
- Design Thinking and User Journeys
- Pilot Methodologies and tools

Initiatives of Corporate Innovation

- Innovation culture & programs
- Create a service offer of innovation services

Insurtech Ecosystem

Innovation Ecosystem

- National Innovation Ecosystem Drivers
- Portugal and Europe
- Examples of collaboration

Insurtech Trends



Roadshow de Startups

- New Insurtechs in Portugal
- Case | Lluni & Future of Brokers



Case Studies

Embedded Insurance | Case study



Corporate Innovation | Case Study



Business Case and Pitch Practices

- Business Case for innovation projects
- Pitch best practices and evaluation

Impact in Zurich Innovation

- Intro 11 star experience | Innovation Horizonz
- *How might we?* Exercise

- **Persona** design
- Development of a value proposition
- Lean Startup - hypothesis and validation tests

- **Corporate Innovation Initiative** - create a pilot
- **Wrap up**

**Create your fintech
program and dive
your organization in
innovation**



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