



Pega Catalyst Method to implement user centric innovations

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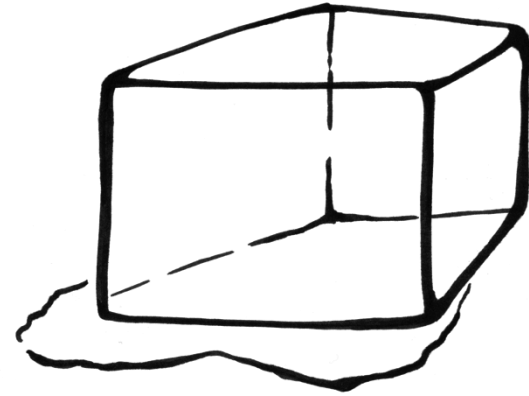

PEGA[®]
Build for Change[®]

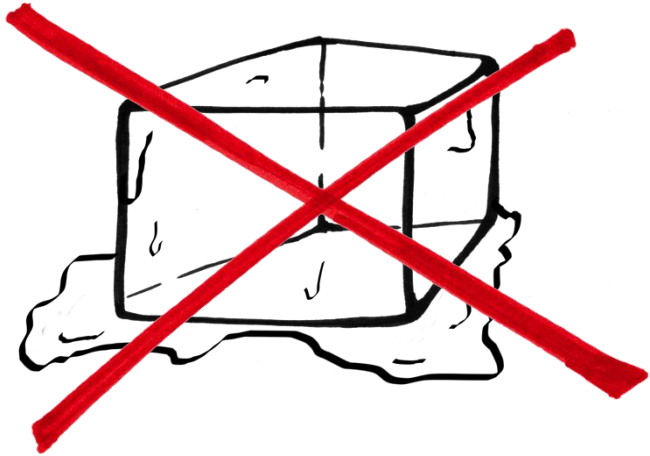
INNOVATION



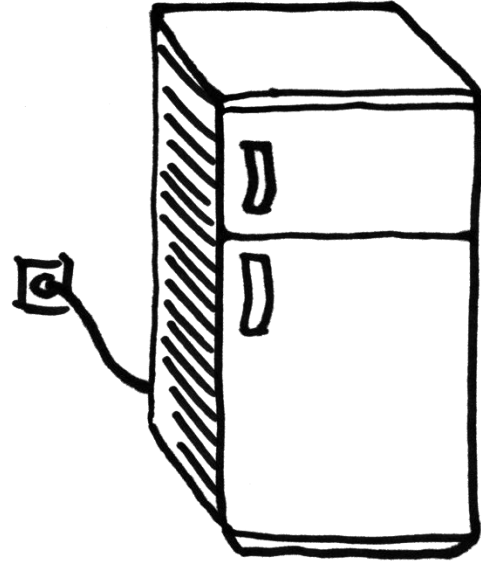
SHARING ECONOMY		Uber	SUCCESS STORY		INNOVATION
INNOVATION	SUCCESS STORY		SHARING ECONOMY	Uber	
	Uber	INNOVATION		SUCCESS STORY	SHARING ECONOMY

ICE HARVESTING

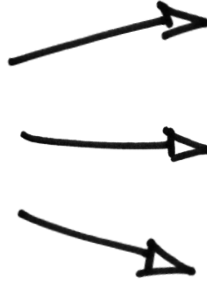




VS.

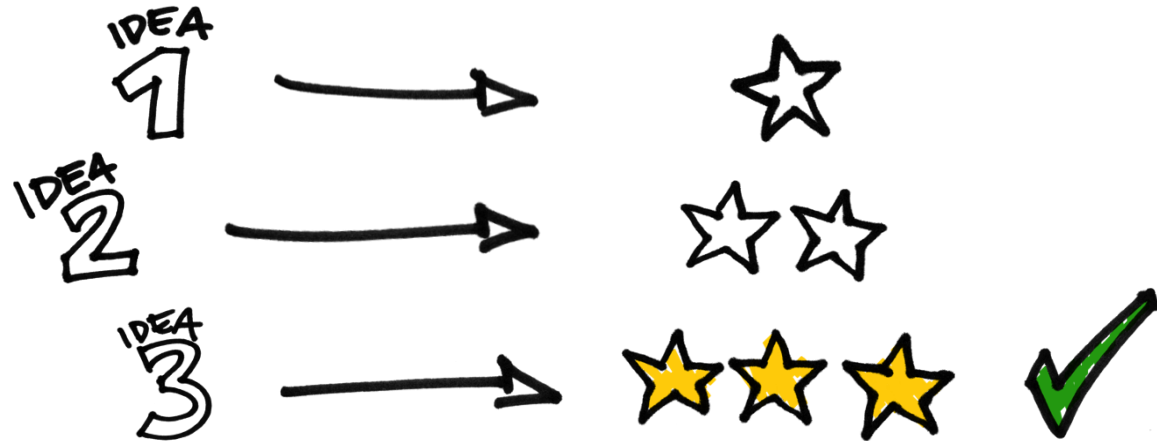


1. Principle:
PEOPLE



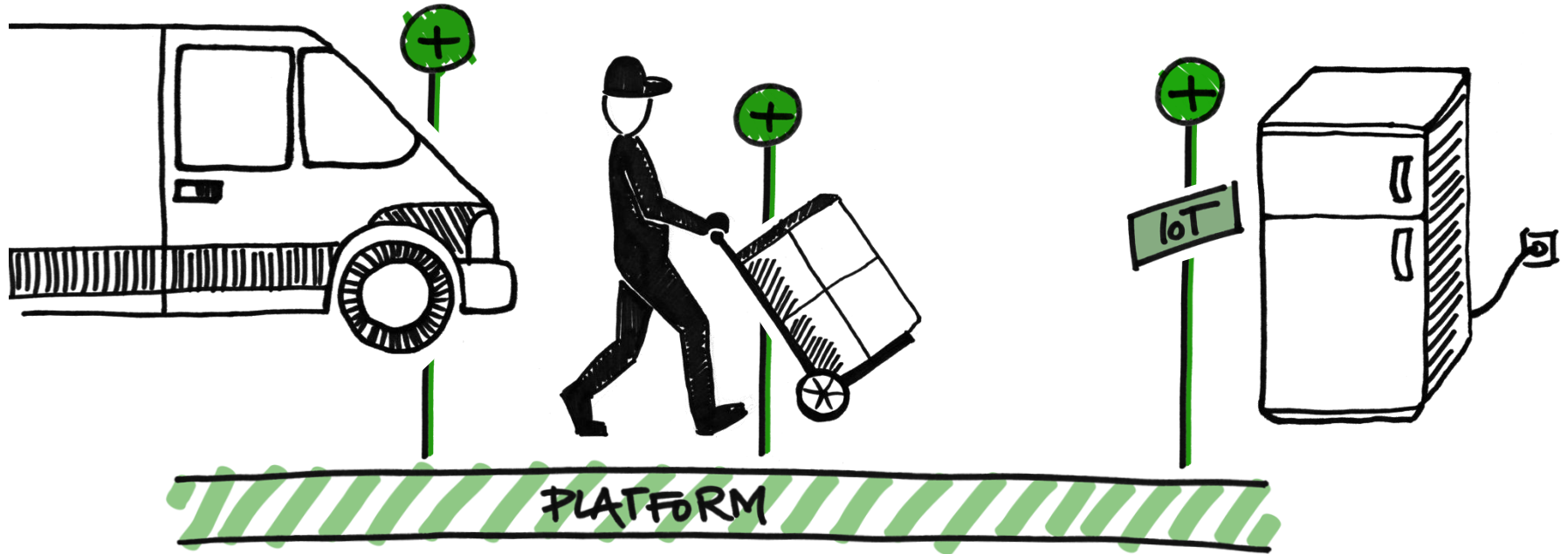
2. Principle:

FAST & VALIDATED LEARNING

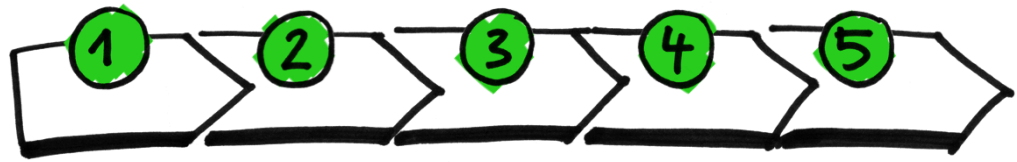
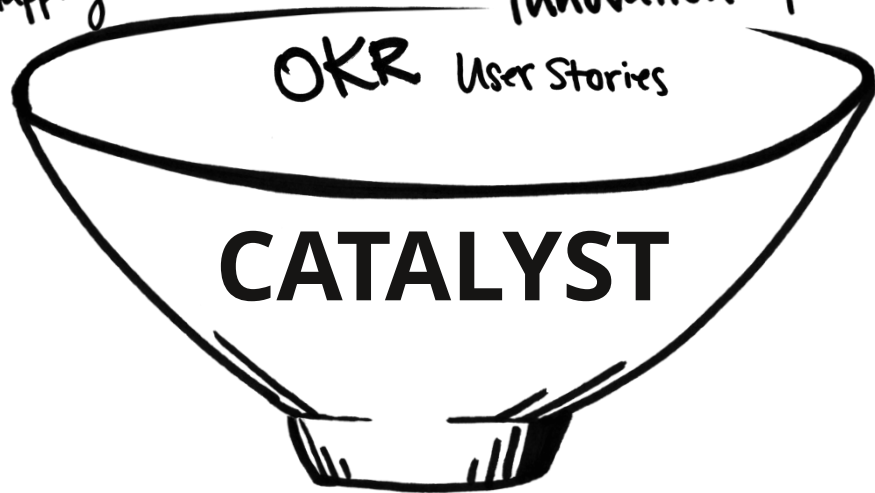


3. Principle:

CAPABLE PLATFORM



Lean Start-Up
Customer Journey Mapping
Jobs-to-be-Done
Service Blueprints
Design Thinking
Solution Map
Business Model Canvas
Innovation Sprints



Step #1

FRAME

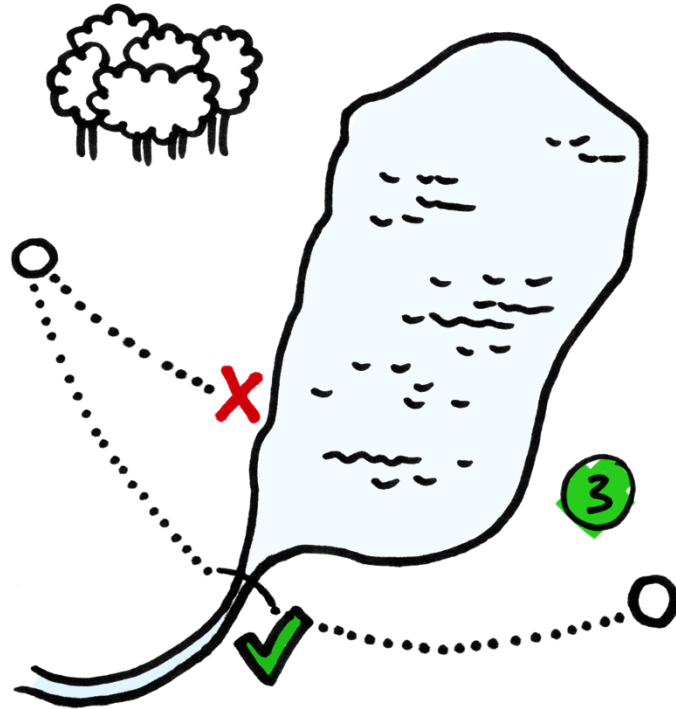


Step #2

FOCUS

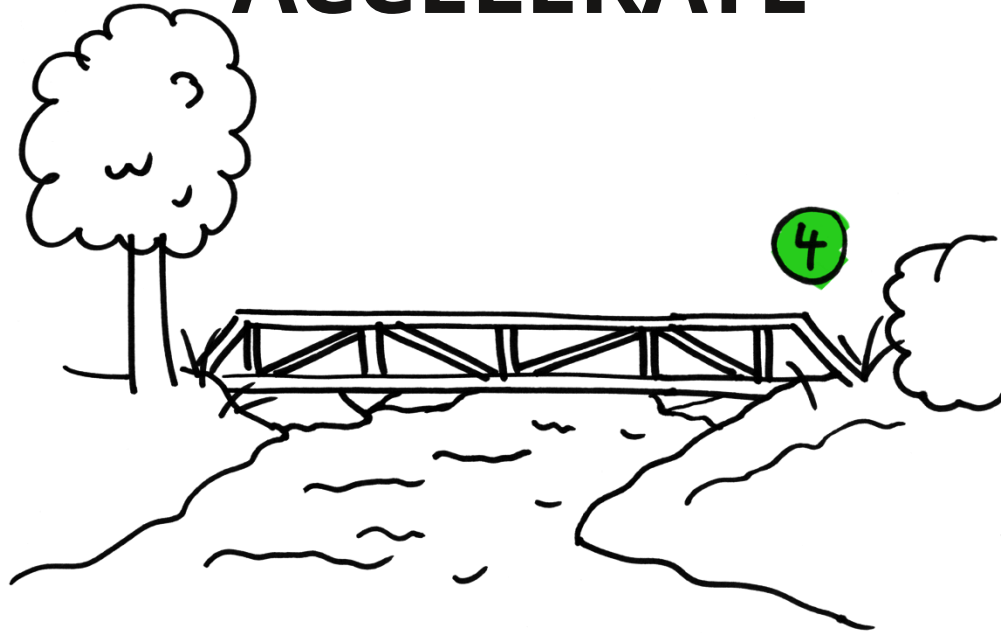


Step #3
SPARK

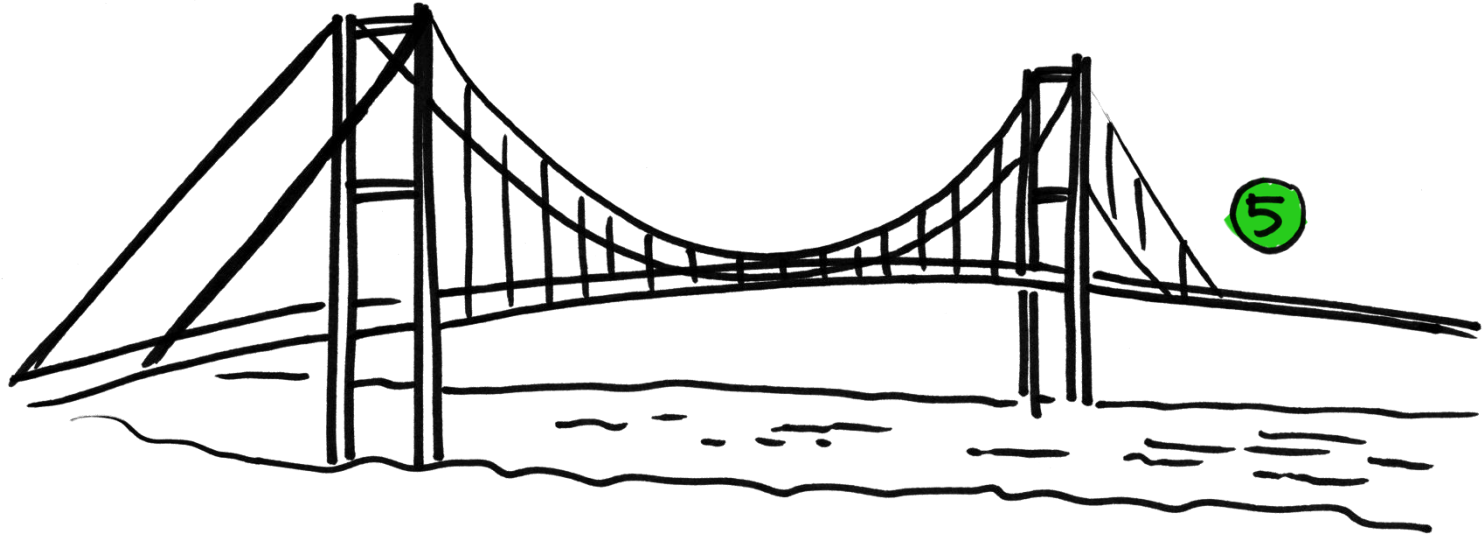


Step #4

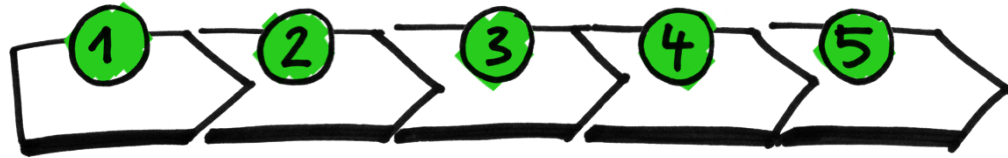
ACCELERATE



Step #5
SCALE



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**If you like a cold beer on
the other side of the lake call us.**

