



# Pega Catalyst Method to implement user centric innovations

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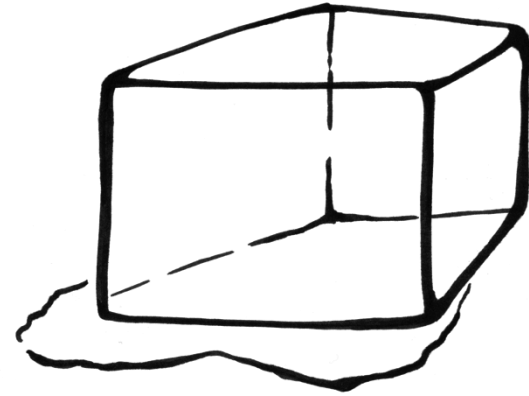


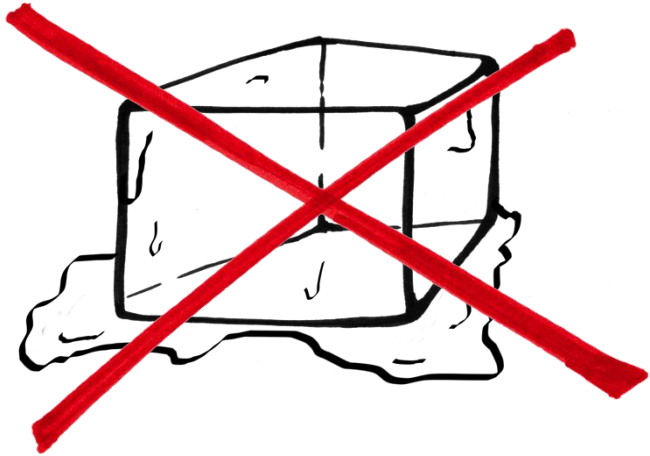
# INNOVATION



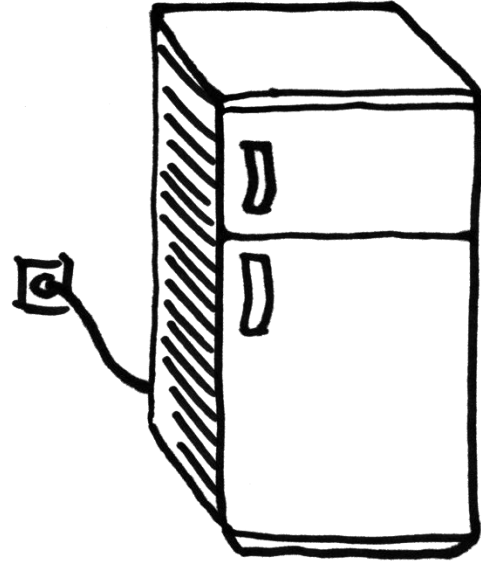
SHARING ECONOMY		Uber	SUCCESS STORY		INNOVATION
INNOVATION	SUCCESS STORY		SHARING ECONOMY	Uber	
	Uber	INNOVATION		SUCCESS STORY	SHARING ECONOMY

# ICE HARVESTING

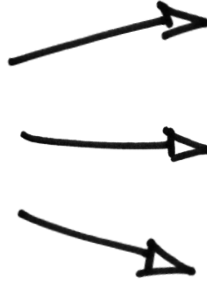




**VS.**

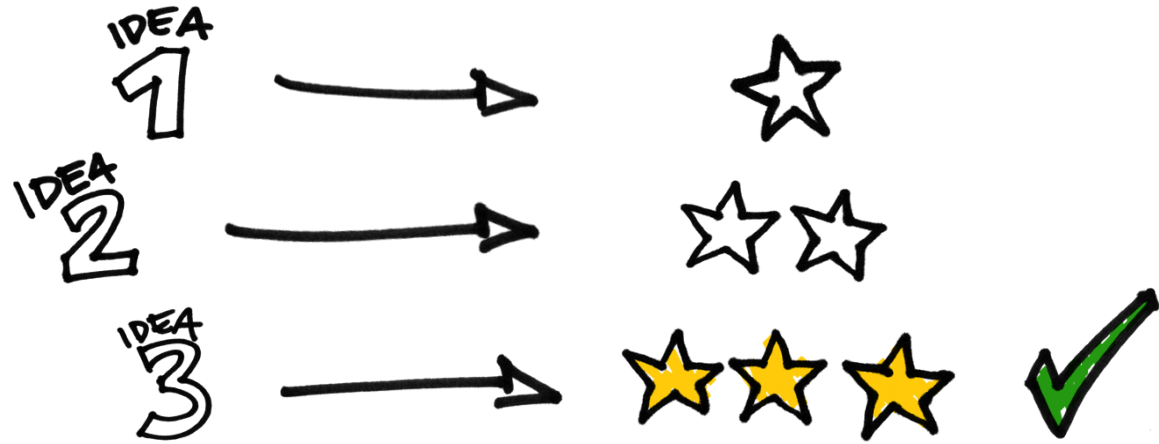


1. Principle:  
**PEOPLE**



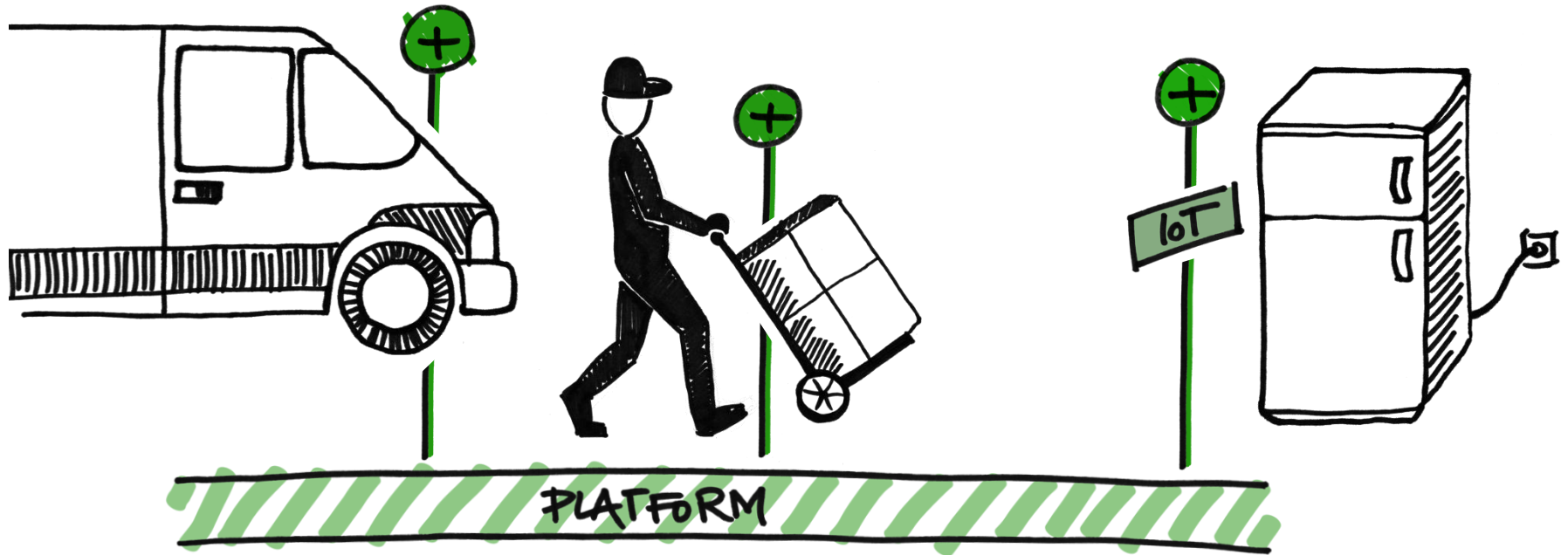
2. Principle:

# VALIDATED LEARNING



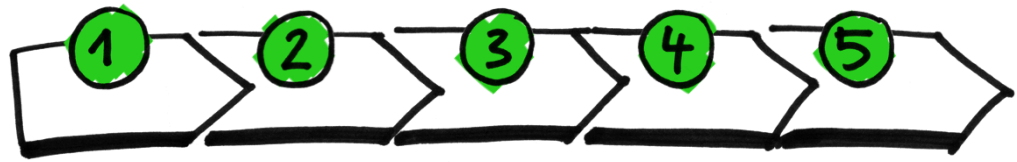
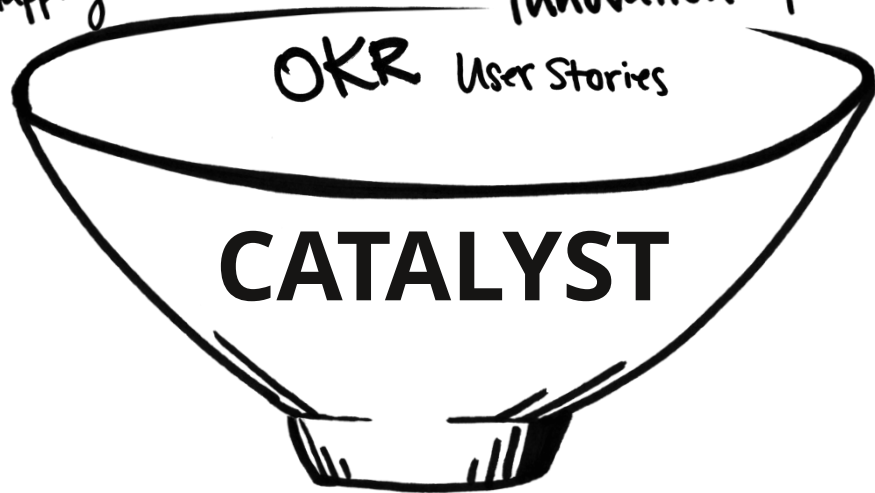
3. Principle:

# CAPABLE PLATFORM





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



Step #1

# FRAME

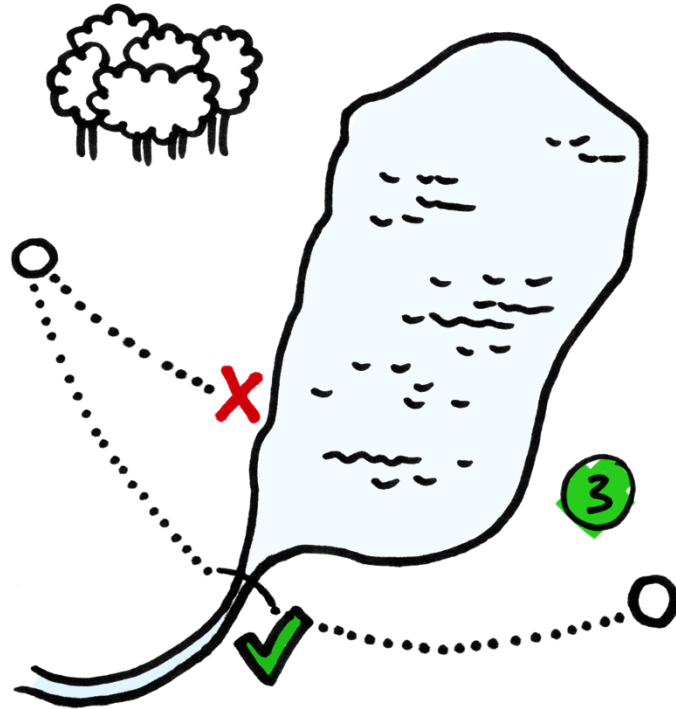


Step #2

# FOCUS

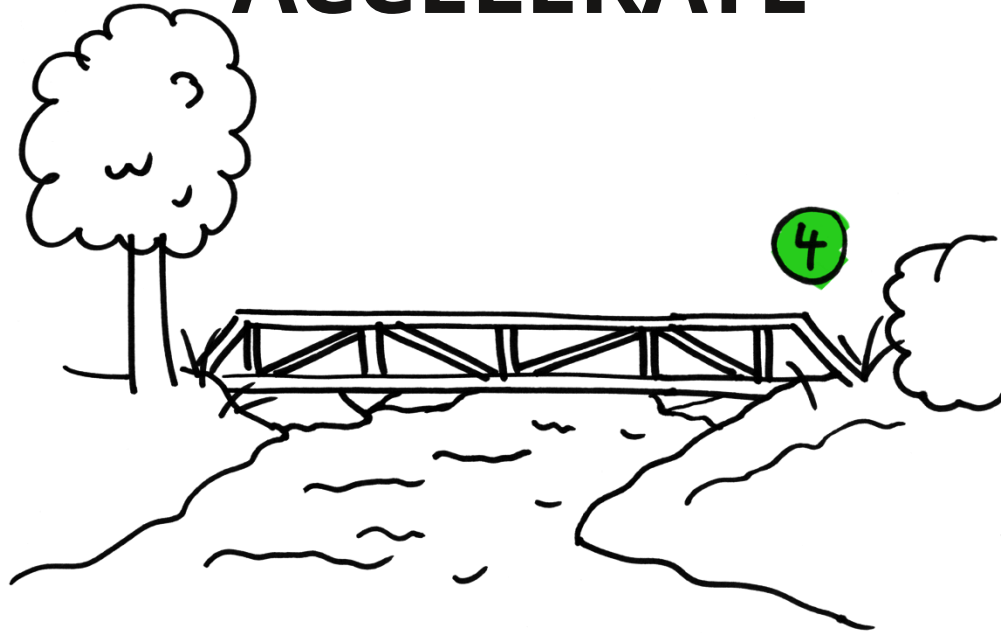


Step #3  
**SPARK**



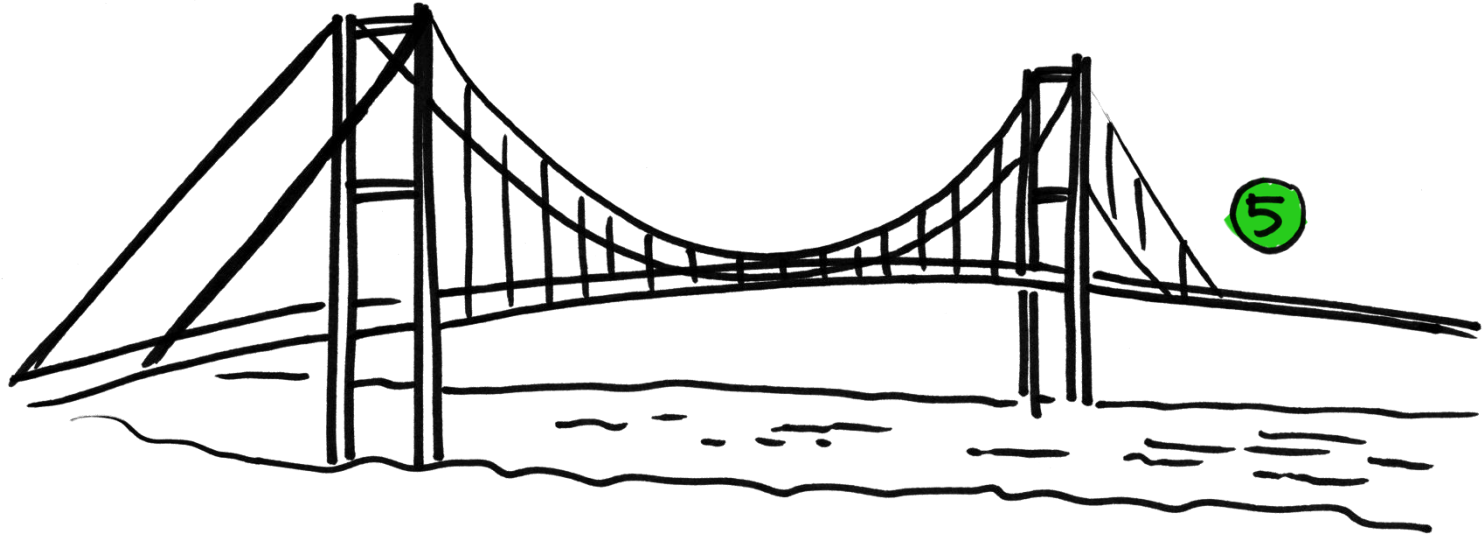
Step #4

# ACCELERATE

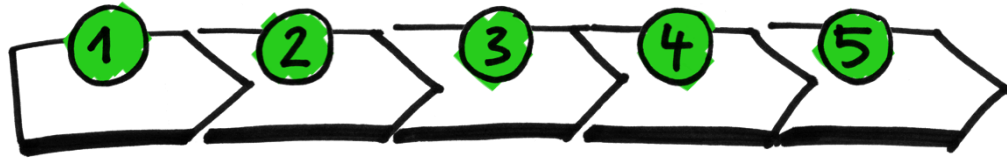


Step #5

# SCALE



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

