Welcome to The Garage!

We tackle complex challenges by helping organizations set their innovation strategy, build innovations and new businesses, and spur ongoing growth within their company.
The Garage
The place where next generation businesses are made.

"At the Garage we use fresh thinking, new ways of working and innovative technologies to transform your business and your organization. So that it can thrive today and tomorrow.

Dr. Marc Sniukas,
Director of The Garage
What we deliver
We help clients to define and execute their innovation strategy.

Get the right focus
**IMAGINE**

Growth & Innovation Strategy
We help clients define or redefine customer-centric innovation and growth strategies and evolve their business models to help them grow and thrive.

Get the focus right
**DELIVER**

Design, Build & Launch Innovations
We co-create new offerings, value propositions, customer & employee experiences, and business ventures with our clients.

Get the business to scale
**RUN**

Become Better Agile Innovators
We work with clients to transform the way they work and build the capabilities to drive innovation, become customer-centric, and be adaptive and agile.
Imagine: Set your Strategy

While organizations know they need to innovate, they often don’t know where to start or how to sustain it. We combine our innovation experience with your insights to form a strong, clear strategy for growth.

Your Challenges

- What will help us look ahead to future opportunities?
- Markets and customers are changing faster than we are—what is the best way for us to respond to so much disruption and dynamism?
- How can we bring focus to innovation efforts?
- How can our company align on a clear definition of “innovation”?

The Outcomes

- Clear definition of your innovation ambition and intent
- Identification of your most critical themes that will guide innovation activity and investment
- Knowledge of capabilities, assets, and partnerships that are needed for success
- Clear, risk-balanced portfolio of initiatives

Our Work

1. We look both outside and inside your organization to define an innovation strategy that best fits your overall business strategy
2. We establish your growth & innovation ambition—the scale of possibility and degree of innovation that’s right for your organization
3. Together, we define clear growth & innovation spaces
4. We work with you to transform these insights into action by designing minimum viable offerings and concrete plans to launch these
5. We define a tailored approach to transform your innovation performance
Deliver: Design, Build, and Launch Innovations
We help leading organizations create growing businesses rooted in real customer needs, new technical possibilities, and business viability.

Your Challenges
- How can we get to know our customers better when many here believe we understand them?
- What will help us seize real innovation opportunities, not just features and products?
- How can we bring ideas from concept to market more efficiently?
- We are analytical and evaluative. What tools and methods will help us become more creative and generative?

The Outcomes
- Clear business cases and launch plans for new ideas
- New business concepts that are made tangible through visualizations and demonstrations of the future value we are developing
- Advanced prototypes that help test and refine the future business, aligning the enterprise and accelerating piloting
- Motivated employees that will support implementation and see innovations succeed
- Implemented growth offerings, business models, and platforms that generate new revenue and scale quickly

Our Work
1. We work with you to convert opportunities and ideas into new businesses
2. We apply new ways of working to reveal new insights about your consumers and transform them into business concepts
3. Working alongside clients and through Breakthrough Labs we pinpoint where opportunity lies and develop an effective plan to seize it
4. We facilitate prototyping and testing through Design Sprints to refine new offers and accelerate launch and scaling
Run: Build your Innovation Capabilities and Operating System
We work with you to organize and empower your talent and executive leadership with the right processes, tools, and partnerships to deliver successful, reliable, and accelerated innovation results.

Your Challenges

• How can we create a more innovative culture?
• How do we empower our people to take more responsibility for performance and truly be customer centric?
• How do we organize for operational excellence, cost, and innovation-driven growth at the same time?
• How can our organization sense changes in the market and respond quickly?

The Outcomes

• Engaged employees that are enabled and engaged to drive innovation in agile ways
• Developed innovation capabilities that integrate innovation across business units.
• Implemented innovation centers and labs for rapid prototyping and human-centered design, innovation tools, and innovation coaches.
• Tailored incentive programs and metrics that will help foster and manage innovation efforts over time.
• Innovation capabilities, processes, systems, and networks that amplify your own resources and are designed to drive higher returns on innovation investments.

Our Work

1. We help you develop your own signature innovation capabilities, systems, and structures that are specific for the enterprise.
2. We cultivate new methods and behaviors within your company that help drive growth – from protocols and metrics to talent development and learning programs.
3. We facilitate the integration of innovation across the business, development of networks and governance structure through Agile methodologies.
4. We establish new connections with organizations outside of your company to help enrich and inspire the way you coordinate and achieve sustainable innovations.
Our Innovation journey
A strategy-led, biased toward action, and agile approach.

Define your strategy
GROWTH & INNOVATION STRATEGY BY DESIGN
We start by defining your growth and (digital) innovation ambitions, and the right strategy and operating model to bring them to life.

Develop your solutions
BREAKTHROUGH IDEATION LABS
Next we work with you to identify opportunities and ideas for innovation with immersive experiences designed to break down barriers and accelerate meaningful results.

Test and validate your ideas
INNOVATION SPRINTS
Then, we make ideas tangible by going from idea to proof of concept and user validation in as little as a week.

Select the best startup to work with
CORPORATE + STARTUP PILOTS
Sometimes solutions exist already, and we help you engage with best-in-class start-ups, test their solutions and drive tangible innovation through co-creation pilots.

Launch your innovation in the market
VENTURE BUILDING
Once ideas have been validated, we help you bring them to market, by designing, building, and launching your next product, service, business model, or new growth venture.

Build your innovation operating system
INNOVATION ENABLEMENT
We make disruptive innovation part of your organizational DNA, build and scale the capabilities to become better customer centric, agile and digital innovators and set up your innovation operating system.
Our way of working
A different approach and mindset is what makes us special.

- **Working fast**
  Done is better than perfect (unless you’re a pilot or a surgeon!). We work fast and iterate often, from post-it to market pilot in as little as 60 days.

- **Creating actionable outputs**
  Your customers don’t buy PowerPoint decks; neither should you! We use prototypes and pilots to bring ideas to life and test them with customers in the real world.

- **Working collaboratively**
  We take collaboration to the next level. We work, eat, and drink together. This way, the propositions we build gain the momentum they need to launch and scale.

- **Working with experts cross-industry**
  We’ve got you covered with all the skills required for successful strategic innovation. By packaging the power of Deloitte, we’re transforming the design & innovation market in ways an agency or traditional consultancy cannot.

- **Let’s test, implement, measure, and improve**
  We test and validate the innovations with clients as early as possible. We embed the generated ideas into your organization and make sure the effects are measured and a cycle of continuous improvement is jumpstarted.
Our capabilities
A large and diverse ecosystem to meet all your needs.

A strong expertise on Innovation
Deloitte is recognized as a leader in innovation.

A disruptive/creative working environment
We take you out of the ordinary into a consciously designed environment to enable a fresh and innovative approach through our experience labs.

A team of technology experts
We have the experience applying new technologies to innovate.

A deep knowledge in every industry
We have deep knowledge and experience in your industry.

A strong set of partnerships
We are part of a global network of start-ups and partners who will help you to successfully innovate.

A belief in Innovation at every scale

© 2020 Deloitte Tax & Consulting SARL
Our team
A sample of the diverse team ready for you.

Our strategists

Patrick Laurent
Leader Innovation
palaurent@deloitte.lu

Pascal Martino
Leader Human Capital
pamartino@deloitte.lu

Marc Sniukas
Director The Garage
msniukas@deloitte.lu

Giulia Pescatore
Senior Consultant
gpescatore@deloitte.lu

Mathieu Moes
Consultant
mmoes@deloitte.lu

Nawel Saidi
Junior Consultant
nasaidi@deloitte.lu

Our creatives

Our technologists

Ronan Vander Elst
Leader Digital
rvanderelst@deloitte.lu

Daniel Brunner
Dlab Leader
dabrunner@deloitte.lu

Kagan Onbasilar
Developer
konbasilar@deloitte.lu

© 2020 Deloitte Tax & Consulting SARL