



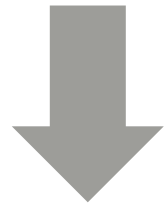
Innovation, Culture and Capitalizing on Data

February 2020

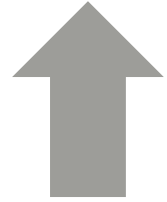
WIRED (2013)

Innovation: The Most
Important and Overused Word
in America

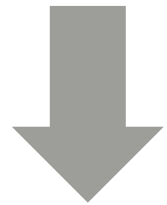
But there has never been more need to do things differently



Pricing pressures



Surging costs



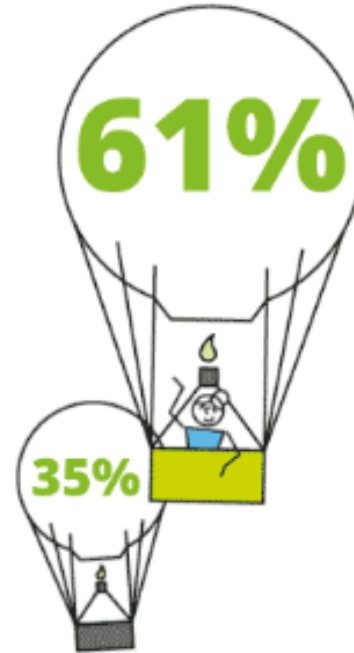
Low interest rate environment

Insurance executives understand the importance of innovation

By 2024
33%
of premium volume
will come from
brand new propositions



In 3 years, this will rise to



of insurers generate over
30% of business from
service-based offerings
over product-based

95%

expect an increase
in the use of advanced
analytics over the
next 3 years



Source: A demanding future, the four trends that define insurance in 2020, Deloitte

Yet most companies still fail at innovating



The list of reasons why can get long ...

The rate of change today moves much faster than the traditional 5 year business plans

The weight of previous investments restricts organizations from focusing on new opportunities

Innovation incentives are relegated to the margins or missing for lines of business

Innovation leaders lack budget and authority

Entrepreneurial talent is not native to the industry

Innovation is not solving a customer problem

Institutions are embedded in the cultures, technologies, and infrastructures of their time

Organizations try to pursue many different, often not connected, initiatives with limited resources

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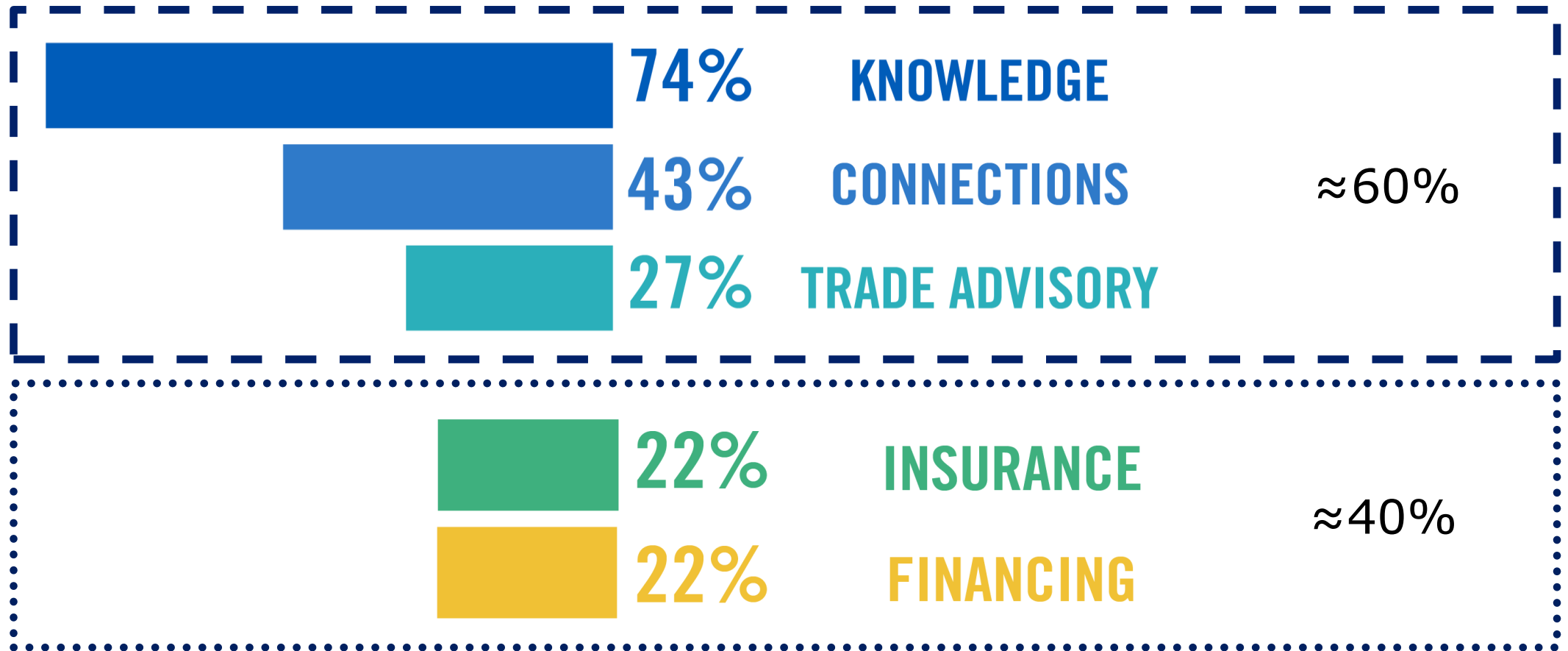
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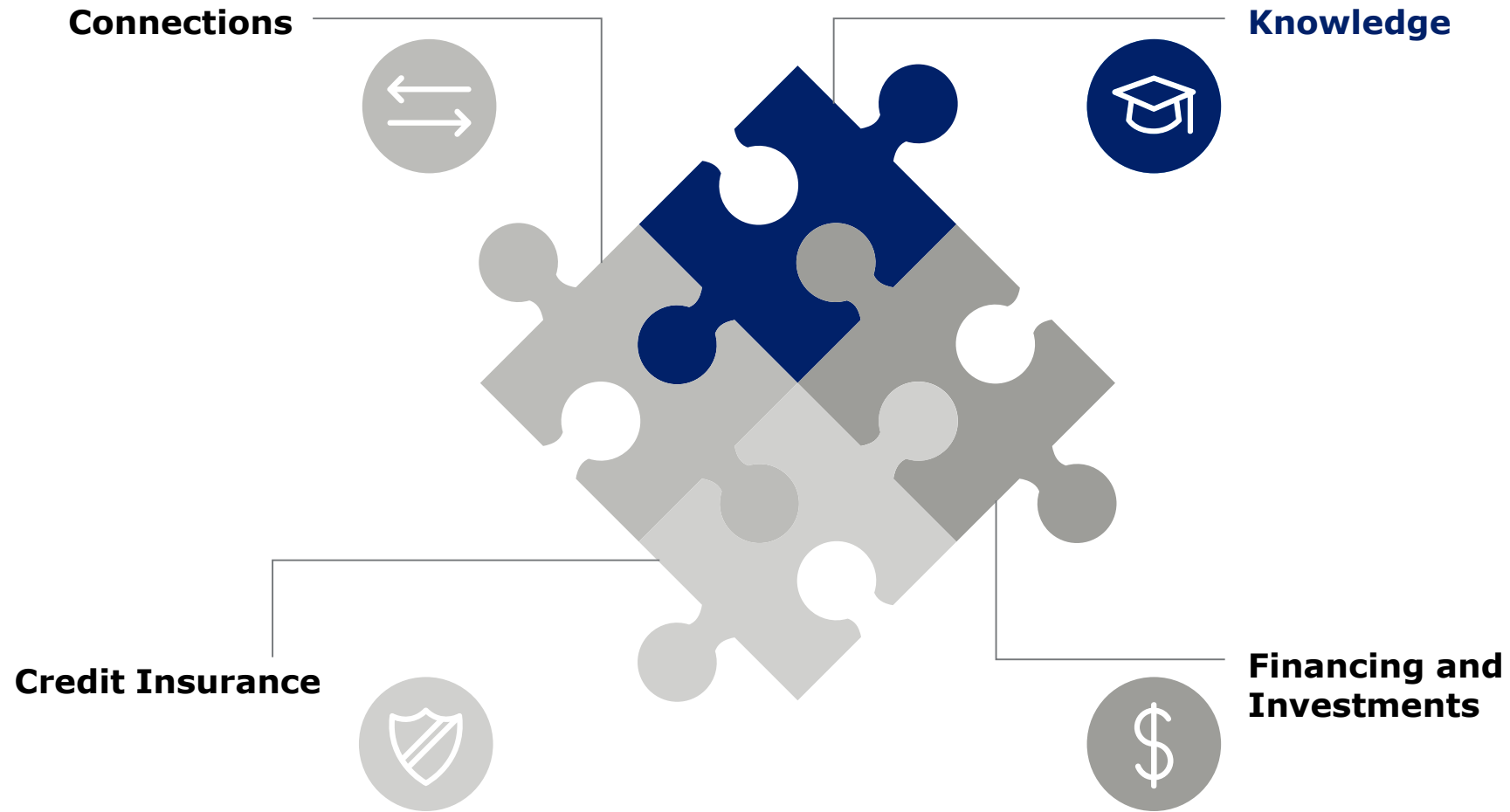
*“We are the leading,
trusted source of trade
expertise that helps
Canadian businesses
grow internationally.”*

Start with the business problem

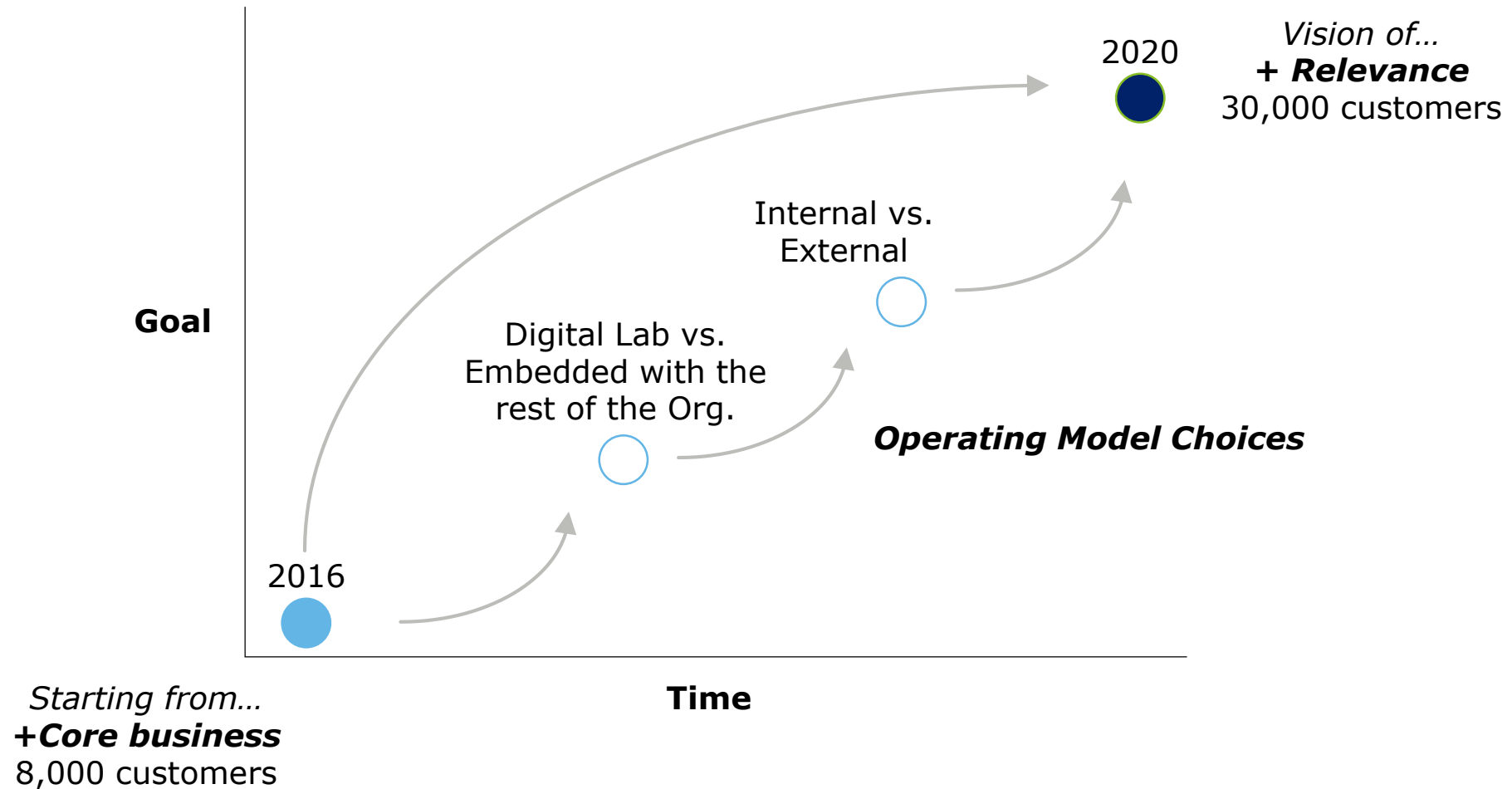
For Canada's 80,000 exporters, Canadian trade challenges are not what we thought they were.



Start with the business problem



Start with the business problem



Build systems from standard approaches to drive culture and sustainable innovation outcomes



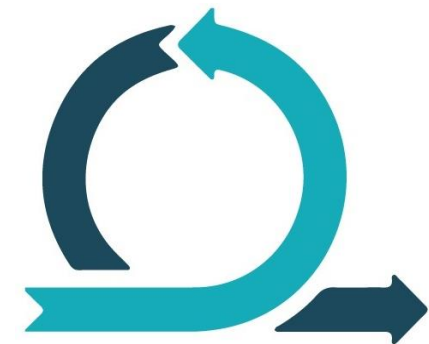
Lean Startup



Product Ownership



Design Thinking



Scaled Agile

Outcomes – The Digital Innovation Portfolio

Export Help Hub

A searchable, curated, digital knowledge hub that lets companies find authoritative, customized answers on doing business abroad in the USA, EU and Mexico.

InList

A digital matching service to help Canadian companies find the right professional services providers, including freight forwarders, customs brokers and accountants.

Company InSight

A data driven service that allows Canadian companies to search, validate and assess the risk on non-Canadian companies, they're thinking of doing business with, empowering them to make better business relationship decisions leveraging EDC's data and due diligence for counterparty assessment.

EDC Export Help Hub: Answers to guide smart export decisions

EDC has helped thousands of companies like yours find success internationally. Now, all of that insight and know-how is available to you as a *Destination member*—online and for free.

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Connect with an EDC Export Advisor

Can't find what you're looking for? Send us your question and an Export Advisor will follow up with you personally. We'll answer questions about any market on your global radar.



EDC InList: Find the right professionals to support your export journey

Export success starts with solid relationships, but finding reliable contacts takes time. Let EDC InList be your go-to resource for professional service providers you can trust.

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Why use EDC InList?

Peace of mind

We're all about trust. We've vetted every EDC InList service provider, and each commits to our code of conduct. Do your due diligence and know that you have options you can count on.

Quick and easy

No more endless web searches. EDC InList saves you hours of searching and verifying professional service providers online, so you can focus on growing your business.

Relevant to your business

Are you a start-up or an established business seeking growth in new markets? EDC InList finds relevant professionals tailored to your needs.

EDC Company InSight: Verify a business anywhere in the world

Doing business with companies you can trust makes all the difference in international trade. Get the intelligence you need with EDC Company InSight.

[Register now](#)

Already have a MyEDC account? [Log In](#)



Why use EDC Company InSight?

Validate a company you want to do business with

Research the business registries and resources we use to evaluate a new customer, distributor or partner. Do your due diligence and check the facts using the same approach as we do at EDC.

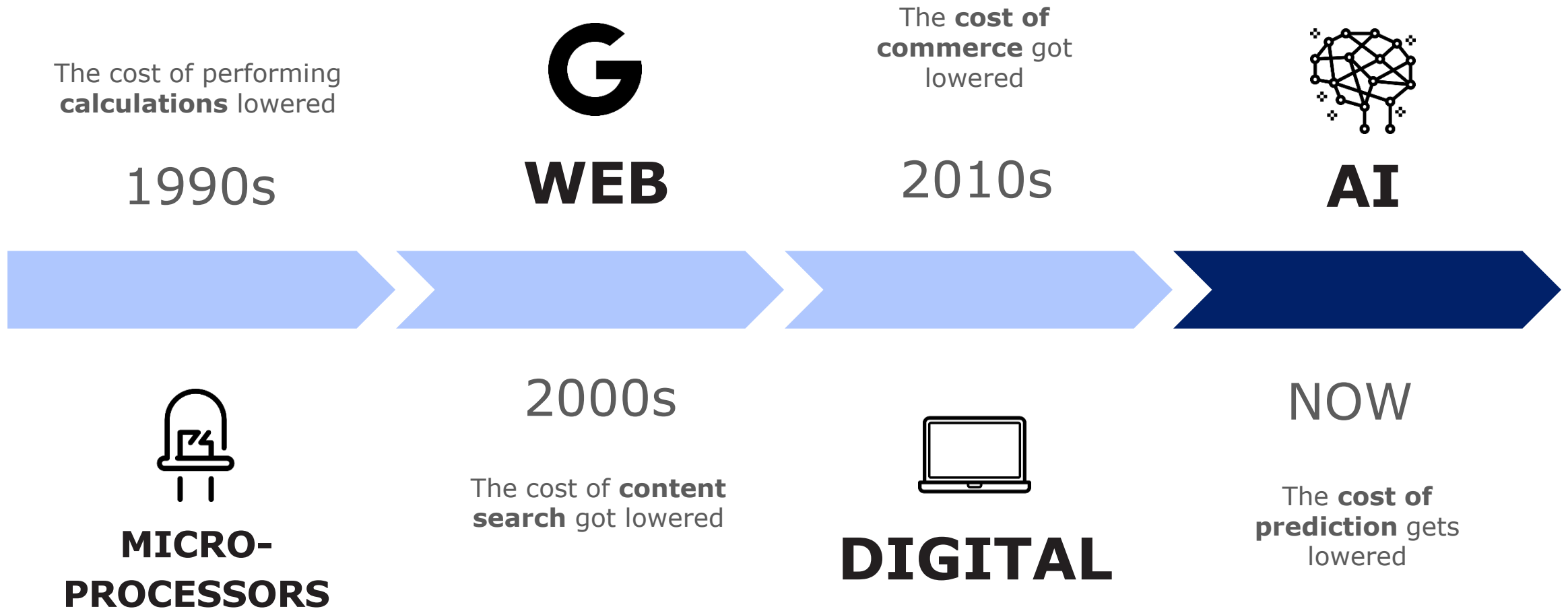
Use our step-by-step guide to verify companies

Follow EDC's proven approach. We'll guide you through the steps we use to verify companies around the world. EDC Company InSight includes tips and resources to help you along the way.

Power your decisions with EDC's trusted data sources

We know how important it is for you to feel confident about your international customers, distributors and partners. Rest easy knowing our information is based on EDC's own trusted data and processes.

Competitive advantage may lie within



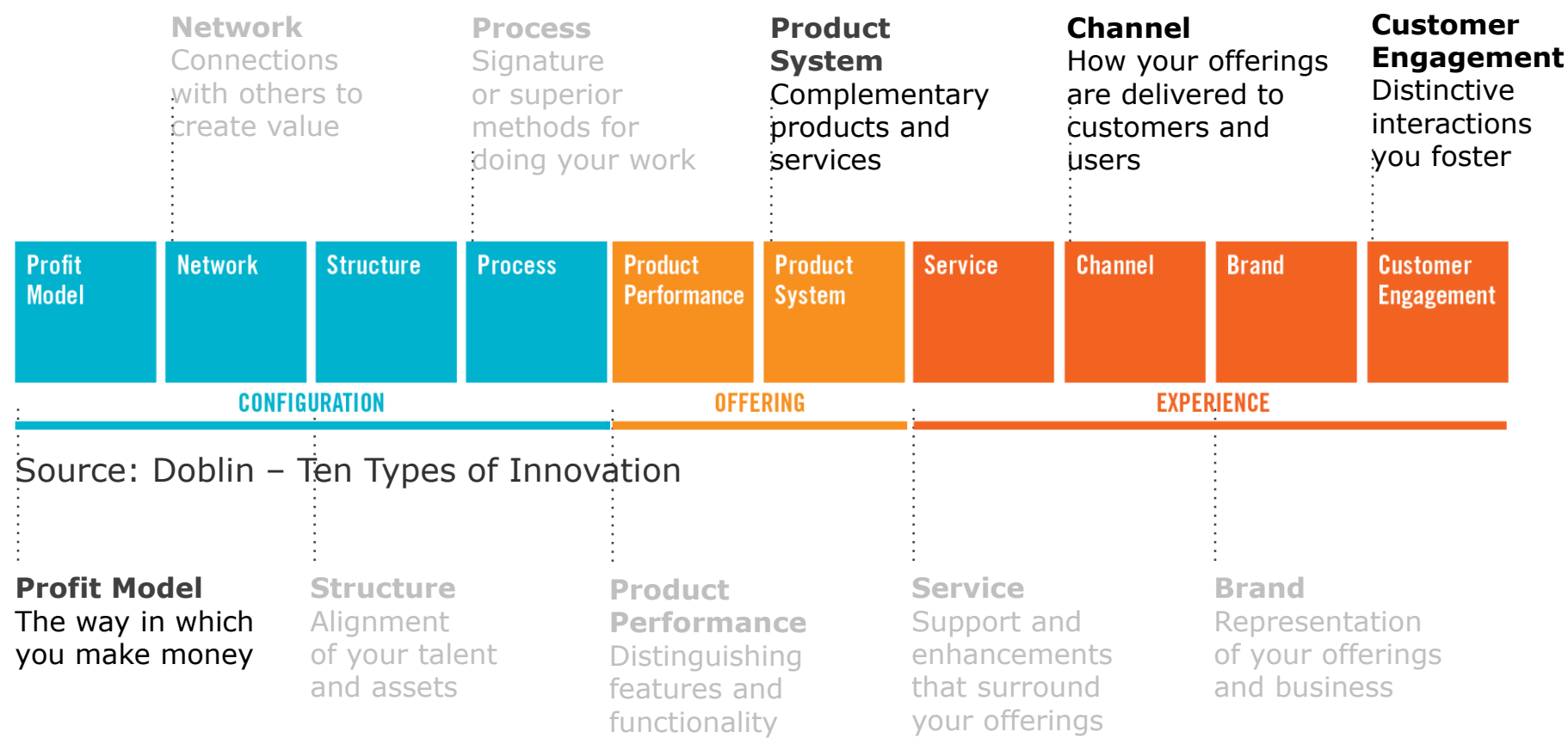
Source: Prediction Machines, the simple economics of AI, Agrawal, Gans, Goldfarb; Deloitte illustration

What does this mean to your organization?



Source: Doblin – Ten Types of Innovation

Integrating more types of innovation delivers superior results



Source: Doblin – Ten Types of Innovation

Thank you!



Caroline Abela
EDC
cabela@edc.ca



Michel El-Khoury
Deloitte
micelkhoury@deloitte.ca