



Get a taste of IBM Garage

Want to accelerate, break through and work more like a startup this year?

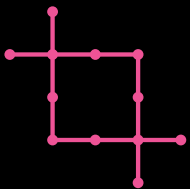
IBM Garage seamlessly blends business strategy, design and technology into a single end-to-end journey.

An IBM Garage taster session is a unique opportunity to experience the approach in a focused 90-minute virtual format. It will help you to understand how the IBM Garage Methodology could be applied to your own business challenges.

What to expect

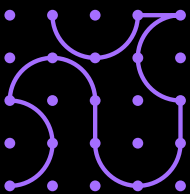
As a small virtual group we'll get stuck into a case study, discuss the challenges faced by key personas, generate ideas and pressure-test concepts. We'll run through interactive design thinking exercises and, by the end of the session, create an opportunity statement that defines a key problem to be solved.

We'll introduce you to the core principles that underpin the Garage experience and introduce our unique Methodology.



Co-create

Envision the future



Co-execute

Iterate to product-market fit



Co-operate

Scale to market

The agenda

1. About IBM Garage

An introduction to our Methodology

2. Understand the business

Explore and discuss our case study

3. Explore the potential

*Identify opportunities
and generate ideas*

4. Evaluate ideas

*Prioritise ideas and generate
a value statement*

At the end of this session, you'll understand how IBM Garage can help identify, prioritise and re-frame your business challenges into real opportunities. You'll walk away with a clear view of what you can do right now for the greatest impact.

**Register your interest today for
a free IBM Garage taster session →**

Startup speed. Enterprise scale.