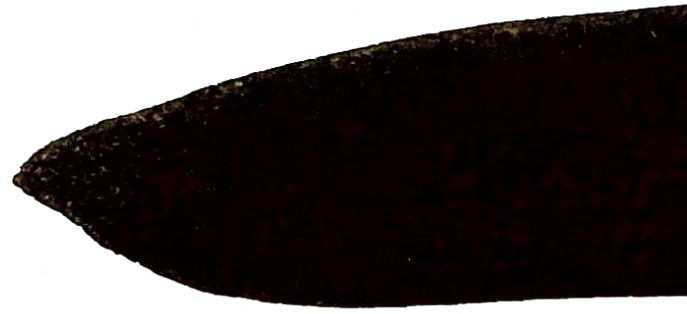


Mycelium.



Green Housing Innovation–

**Exploring all innovation
avenues for your organization**

A course by Mycelium Gastronomy Network

in partnership with Okra.



The Green Housing Innovation course is a workshop series rooted in Larry Keeley's 10 types of innovation, designed to ignite innovation across your product development journey. Our workshops cover all 10 phases, emphasizing early-stage innovation for heightened value creation, while navigating the increasing complexities of later stages.

Focused primarily on product development, these sessions guide participants through a comprehensive exploration, from product inception to customer experience. Whether as a single comprehensive workshop or tailored sessions addressing specific client needs such as exploring new markets or alternative uses, our collaborative approach involves dissecting each phase in partnership with project managers.

Utilizing platforms like Miro, these workshops facilitate divergent thinking, narrowing down options and culminating in viability analysis. Participants leave equipped with actionable strategies, technical specifications, and work plans, empowering them to inject targeted innovation into their pipeline and catalyze organizational impact and value creation.

Main advantages:

- Speed up your innovation process.
- Discover interesting new products.
- Explore trends and anticipate the competition.
- Aligns all your teams in order to accelerate your goals.
- Create a healthy innovation funnel.
- Set up a vigilance framework for innovation.



Stages of the workshops:

Innovation diagnosis

We make an analysis to know how healthy is your innovation funnel: Diversity, Equilibrium, innovation mix , goals and metrics.

Trends ID

We build a trend framework according to the need of the project or product, to gather market information.

Innovation workshop

We gather your team in a workshop to find new bridges, demand spaces or product attributes. We use Sprint Design Techniques to participate, innovate and invite experts in the sector of interest to bring external value and knowledge to the session.

We have the option to accompany the workshop with an Innovation Box, with products relevant to the project, that we send to every participant to their homes.

Route maps

After the workshop, we work together to create Route Maps for the selected ideas so you can fold them into your innovation funnel.



Prototyping (optional)

We can build and validate using our wide net of experts for the innovation selected if it is feasible.

The program curriculum will be adjusted according to your specific needs and food sector and it can be tailored to your end goals.

