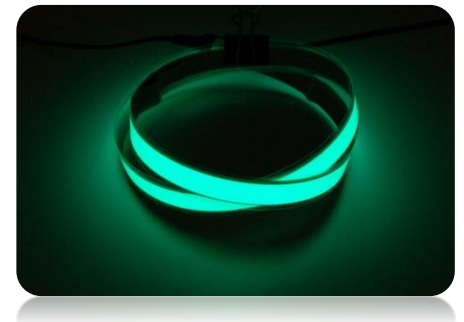


# Lead User Project

Dr. Theo Schöller-Stiftungslehrstuhl für Technologie-  
und Innovationsmanagement  
**Prof. Dr. Joachim Henkel**



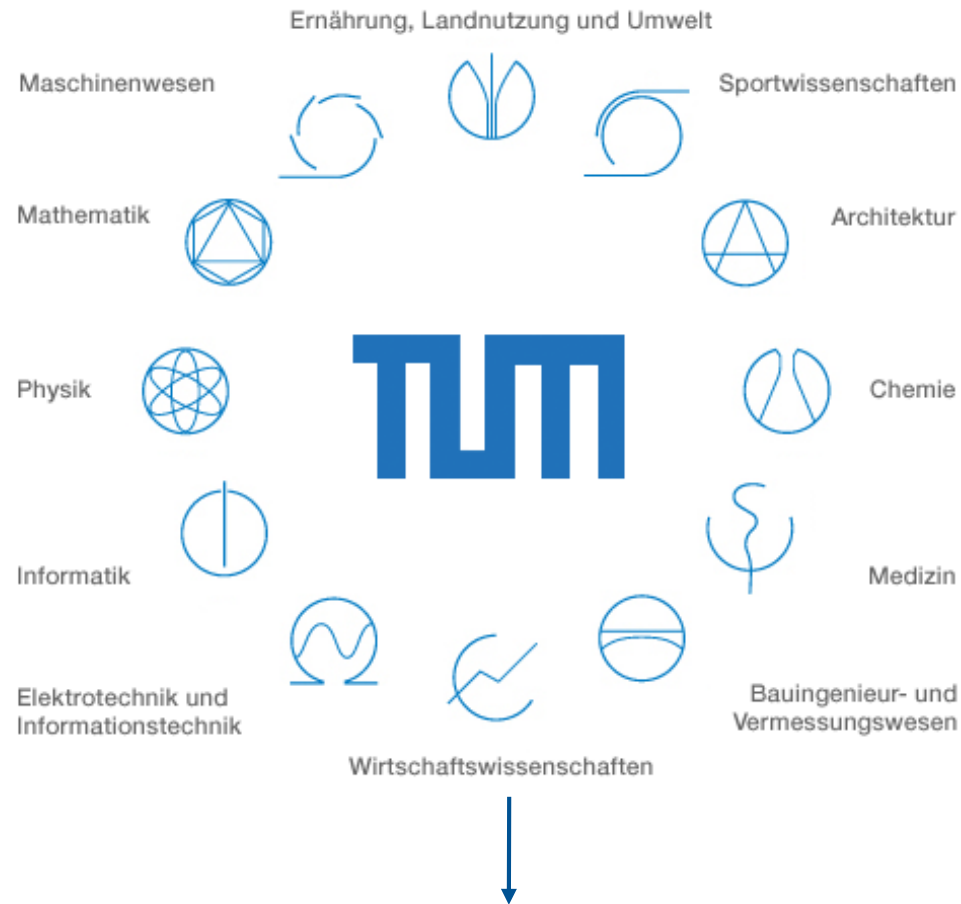
Technische Universität München



- 1 TU München**
- 2 Lead User Method**
- 3 Lead User Project at the TIM Group**

- 35,979 students
- 2006: TUM selected as “Elite University” by Federal Government
- Founded in 2002: TUM School of Management





## Dr. Theo Schöller-Stiftungslehrstuhl für Technologie- und Innovationsmanagement



Prof. Dr.  
Christina  
Raasch



Prof. Dr.  
Joachim  
Henkel



Evelin  
Winands



Dr. Tim  
Schweisfurth



Dr. Michael  
Zaggl



Rainer  
Filitz



Markus  
Hagenmaier



Dominik  
Hepp



Alexander  
Hoffmann



Katharina  
Tanimura



Robert  
Lüttke



Philipp  
Pfungstag



Stephanie  
Preißner

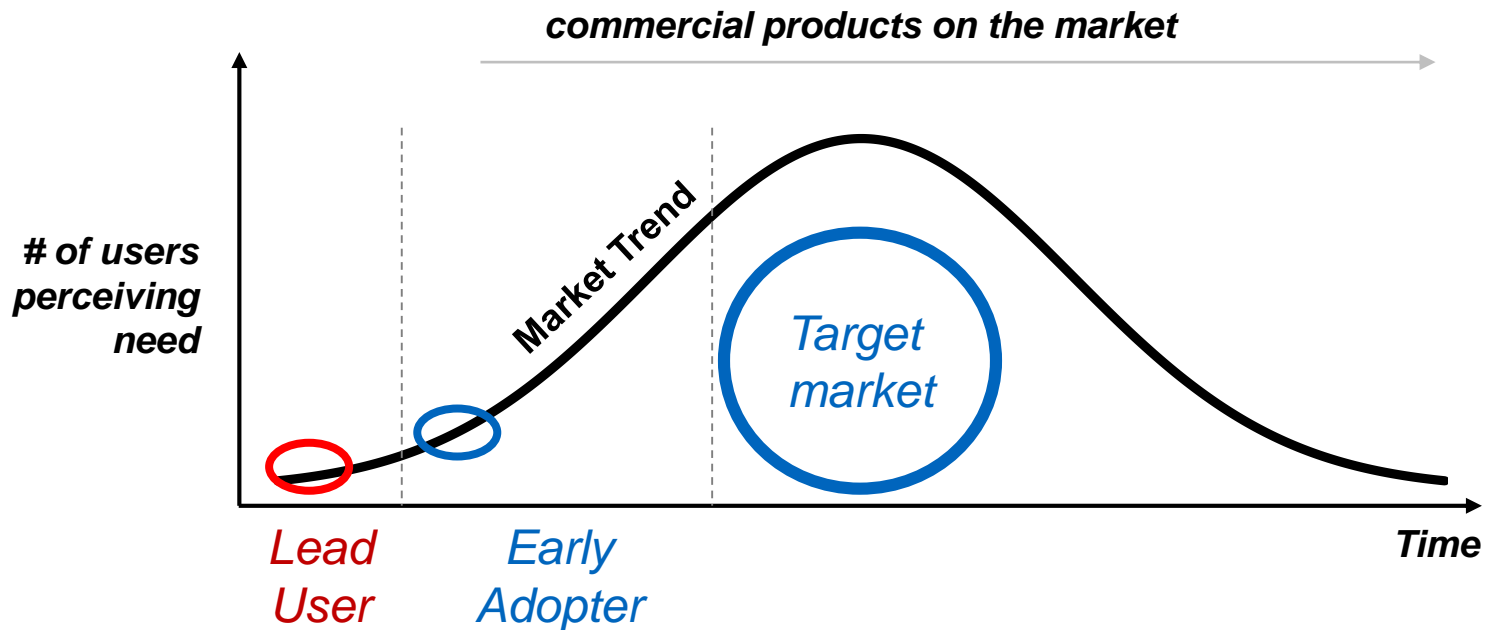


Hans  
Zischka

- 1 TU München**
- 2 Lead User Method**
- 3 Lead User Project at the TIM Group**

“Lead Users” are user, who...

... are at the leading edge of the “need curve”



**Question: How can these users be integrated into the innovation process?**

The Lead User Method can be applied to:

1

Create new product concepts: „Loading the Innovation-Pipeline“

➔ **„Classical“ Approach**

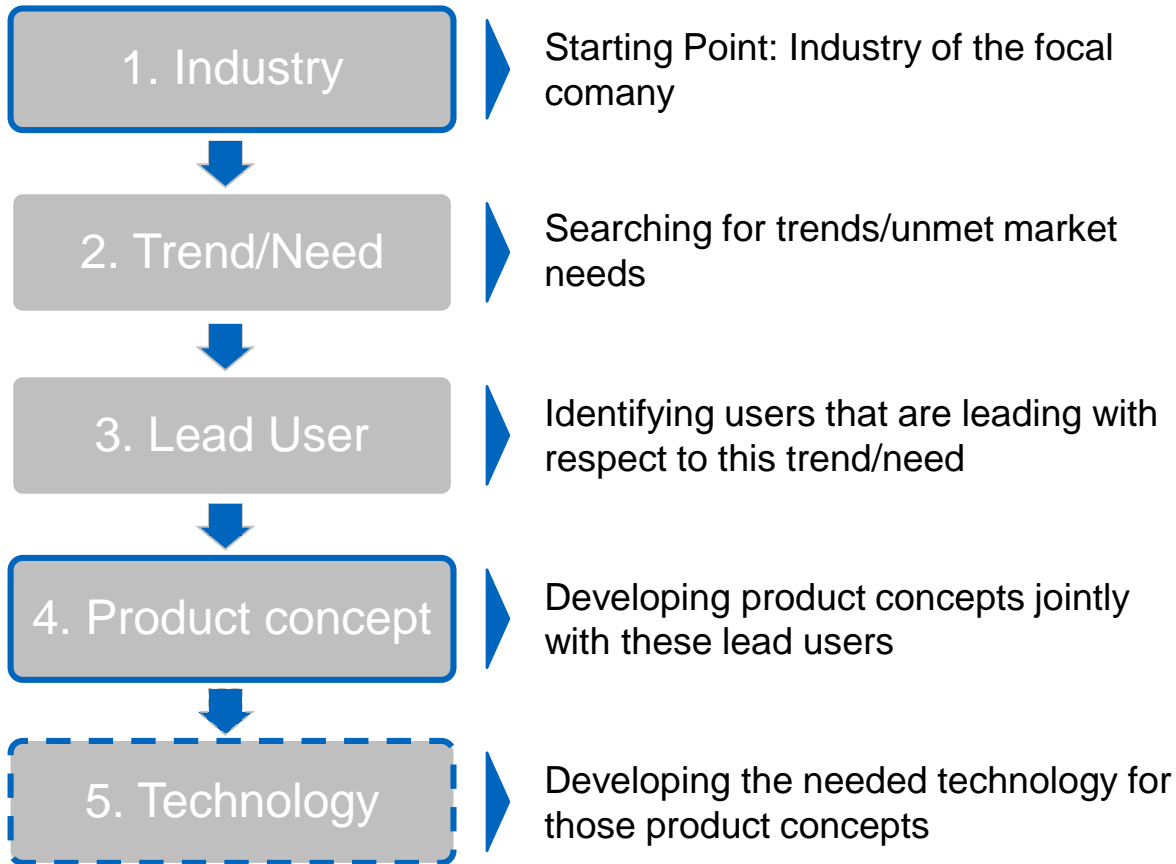
2

Identification of new application areas for existing technologies

➔ **Technology-Push Approach (T-PLUC)**



## 1 „Classical“ Approach



### Realized projects:

**B/S/H/**  
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH

**iwis**

 Giesecke & Devrient

 **BOSCH**

**KNAUF**

  
Go Further

**O<sub>2</sub>**



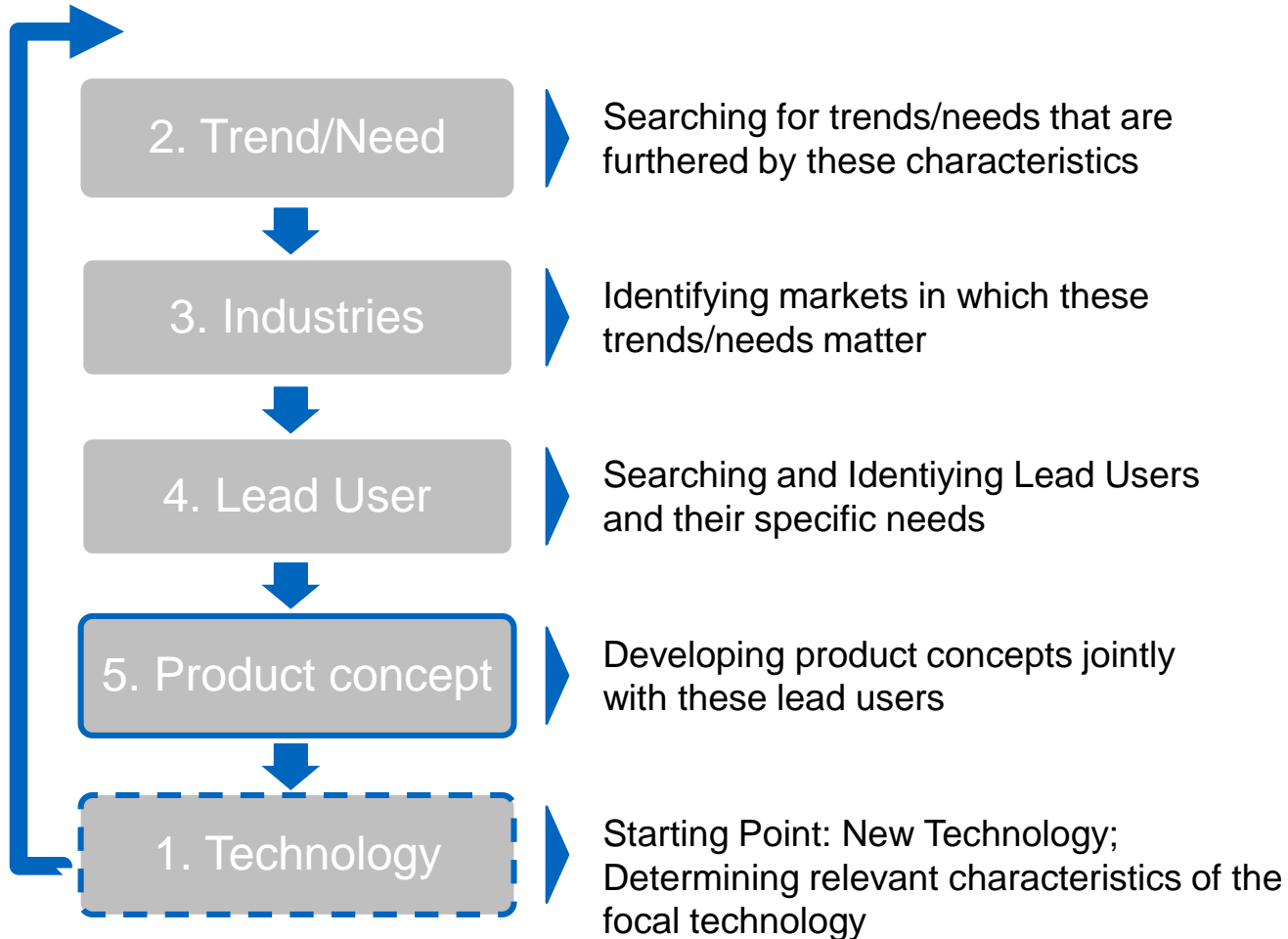
**Lufthansa**

 **DFH DEUTSCHE FERTIGHAUS HOLDING AG**

Deutsche Post DHL  
INHOUSE  
CONSULTING

  
GLOBALmail

## 2 Technology-Push Approach



### Realized projects:

**schreiner**  
VarioLight

**SGL GROUP**  
THE CARBON COMPANY

**MOTOMAN**  
A YASKAWA COMPANY

**ALU**  
International GmbH light®




**LEONI**

**FENDT** **SCHWARZ**  
DRUCK GMBH  
Security Printing and System Solutions

**FESTO**

**BOSCH**

- 1 TU München**
- 2 Lead User Method**
- 3 Lead User Project at the TIM Group**

<b>Partner:</b>	 <b>BOSCH</b>	 Giesecke & Devrient	<b>B/S/H/</b> <small>BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH</small>	 <b>Deutsche Fertighaus Holding AG</b>
<b>Trends:</b>	False alarm reduction, Fire case management, Reducing instalation effort	„Identity Management“ (Neutral Intermediary“, „Special Comittment related to Identity transfer “ „IDM in the clinical area“)	Trends in the field of ovens (Cleaning/ Filtering of polluted waste heat, Storing and recycling waste heat, Flexible and heatresistant (> 300°C) sealing systems	Trends in the field of sustainability (natural and artificial construction material) and facility management
<b>Period:</b>	<b>Summer 2007</b>	<b>Winter 2007</b>	<b>Winter 2010</b>	<b>Summer 2011</b>
<b>Conducted Interviews:</b>	<b>289</b>	<b>411</b>	<b>479</b>	<b>305</b>
<b>Project team:</b>	<ul style="list-style-type: none"> <li>▪ F. Jell, S. Pangerl</li> <li>▪ 12 Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ F. Jell, S. Pangerl</li> <li>▪ 12 Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ F. Jell, A. Bock, A. Schön</li> <li>▪ 12 Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ A. Bock, A. Schön</li> <li>▪ 12 Students</li> </ul>

<b>Partner:</b>			
<b>Trends:</b>	Inclusive Design, Generation 60/70+, In-Car Productivity	International mail order, Last mile – Delivery options, Returns management & Value Added Services	Loading and unloading of planes on the apron, Handling luggage in baggage handling systems, alternative loading concepts
<b>Period:</b>	<b>Winter 2012</b>	<b>Summer 2013</b>	<b>Winter 2013/2014</b>
<b>Conducted Interviews:</b>	<b>455</b>	<b>403</b>	<b>353</b>
<b>Project team:</b>	<ul style="list-style-type: none"> <li>▪ H. Zischka</li> <li>▪ 12 Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ A. Schön, H. Zischka</li> <li>▪ 12 Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ D. Hepp, H. Zischka</li> <li>▪ 13 Students</li> </ul>

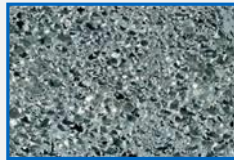
**Partner:**



**LEONI**

**Technology:**

**Aluminium foam**



**Elektro-luminescent foil**



**Hauler / VARIO-Gear**



**Laser-Coating (Flamecon)**



**Period:**

**Winter 2005**

**Summer 2008**

**Summer 2009**

**Summer 2009**

**Conducted Interviews:**

**58**

**374**

**394**

**40**

**Project team:**

- J. Henkel
- 4 Students

- F. Jell, S. Pangerl
- 12 Students

- F. Jell, M. Sojer
- 12 Students

- F. Jell
- 4 Students

**Partner:**



**Technology:**

**Elastomer added carbon fibers**



**Dualarm robot**



**Bionic Handling Assistant**



**Controlled Drives**



**Period:**

**Winter 2009**

**Summer 2010**

**Winter 2011**

**Summer 2012**

**Conducted Interviews:**

**362**

**262**

**344**

**580**

**Project team:**

- A. Bock, M. Sojer
- 12 Students

- A. Bock, F. Jell
- 12 Students

- A. Schön
- 11 Students

- A. Schön, H. Zischka
- 12 Students

**Partner:**



**Technology:**

**Security Printing Applications**



**Period:**

**Summer 2014**

**Conducted Interviews:**

**371**

**Project team:**

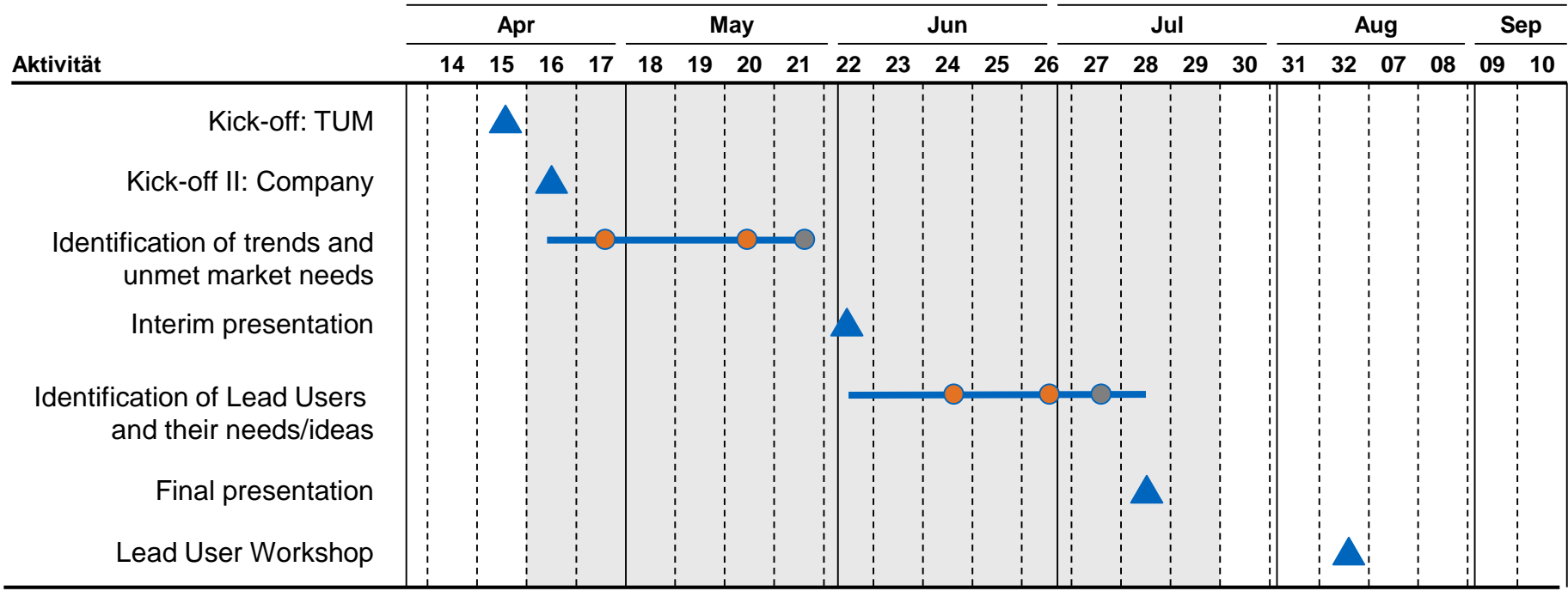
- H.Zischka
- 12 Students



<i>Date</i>	<i>Participants</i>	<i>Location</i>	<i>Required at this date</i>
<p><b>Kick-off I:</b> Presentation of the Lead User Method</p>	Students, TUM	TUM	<ul style="list-style-type: none"> <li>Final definition of the topic with clearly separated sub-topics</li> </ul>
<p><b>Kick-off II:</b> Introduction of the partner company as well as the focused industry and/or technology</p>	Students, Company, TUM	Company site	<ul style="list-style-type: none"> <li>Internal contacts for the 3 student teams</li> <li>Green/Black list list with possible contacts to call/not to call</li> <li>Information on the technology and all known areas of application</li> </ul>

<i>Date</i>	<i>Participants</i>	<i>Location</i>	<i>Required at this date</i>
<p><b>Interim Presentation:</b> Presentation of interim results, Focus on most promising fields</p>	Students, Company, TUM	TUM	<ul style="list-style-type: none"> <li>▪ Student presentations</li> </ul>
<p><b>Final Presentation:</b> Presentation of the identified Lead Users and possible workshop constellations</p>	Students, Company, TUM	TUM	<ul style="list-style-type: none"> <li>▪ Student presentations</li> </ul>
<p><b>Workshop</b> Product concept development</p>	Company, TUM	Company	<ul style="list-style-type: none"> <li>▪ Company responsible for organization</li> <li>▪ TIM Group responsible for moderation</li> </ul>

## Project Plan (Example)



Lecture Period Summer term

- ▲ Attendance of company representative(s)
- Team Coachings
- Presentation Coachings

## *Dr. Theo Schöller-Stiftungslehrstuhl für Technologie- und Innovationsmanagement, Technische Universität München*

### **Prof. Dr. Joachim Henkel**

**Office:** Arcisstr. 21, 80333 Munich

**Room:** 2510

**Phone:** +49 89 289 25741

**Email:** [henkel@wi.tum.de](mailto:henkel@wi.tum.de)

**Web:** [www.wi.tum.de](http://www.wi.tum.de)



### **Dipl.-Kfm. Hans Zischka**

**Office:** Arcisstr. 21, 80333 Munich

**Room:** 2504

**Phone:** +49 89 289 25744

**Email:** [zischka@wi.tum.de](mailto:zischka@wi.tum.de)

**Web:** [www.wi.tum.de](http://www.wi.tum.de)

