



Challenger

Lab.

Bringing corporate innovators fresh perspectives to their biggest challenges.

think.
plan. +
thrive.



1

Day

of action-packed learning and collaboration in a creative and positive environment.

1

Challenge

from Santander. Tackling live business issues from a range of angles - from data to strategic partnerships.

5

New ideas

finesse into micro business cases ready to take back into Santander for further development.

Introducing Challenger Lab.

Challenger Lab brings together corporate challengers and their teams with MBAs and entrepreneurs to solve problems in a fast-paced one-day sprint.



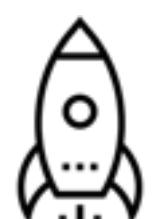
Curating different perspectives - from industry experts, to tech founders to experienced MBAs.



Cutting-edge startup techniques alongside of-the-moment stories and case studies.



Entrepreneurial energy - building belief that great things can be done within a set of stubborn constraints.



Tackle real problems with real challengers to showcase the value of collaboration and innovative management.

Startup thinking + corporate rigour



What came out of it.



5 new innovation ideas transformed into business cases & lean validation experiments.

Our sprint created five innovation business cases. Three of these have already been flagged for integration into key activity within consumer banking product verticals.

These ideas are have been developed into lean experiments with Think Plan Thrive, ready to be pitched with the original teams to key stakeholders within Santander over the coming month.

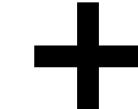
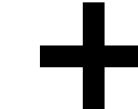


An MBA internship and a potential innovation team hire.

A key part of Challenger Lab is to create connections between the most promising business school students and challengers looking to build high-performing, innovative teams.

Curating fresh perspectives.

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*Expert
facilitation and
delivery.*

*Industry
knowledge and
experience.*

*MBA expertise
and corporate
experience.*

*Entrepreneurial
perspectives and
fresh ideas.*

Thank you.

Think Plan Thrive works with people shaking things up in companies big and small to create people-centred products and solid, profitable business models then get them into life and into market.

Our team blends entrepreneurial thinking with corporate innovators, marketers, strategists and agency creatives. We believe this unique mix of mindsets delivers the best results, by balancing creativity and pragmatism, whatever the challenge.

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