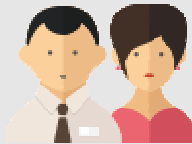


# STRATEGIC PLAN



## PEOPLE & CULTURE

Change into an agile organization, attractive and turned towards innovation, recognized in-house and from the outside



The in-house innovative ideas community

## The objectives

Promote the spirit of in-house innovation

Facilitate free speech and promote the spirit of initiative

Mobilize a community of holders of innovative ideas

Favour the cross-functional and agile collaboration

## The approach

Apart from the PMU process & roadmap

Which values and gives responsibilities to the holders of ideas

Which allows to set up quickly the ideas



## Key figures



**10** PM'Uppers meeting ever 15 days



**989** likes



**301** members



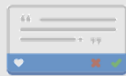
**200** ideas posted



**14** months of existence



**18** ideas under scrutiny



**397** comments

## First implementation...

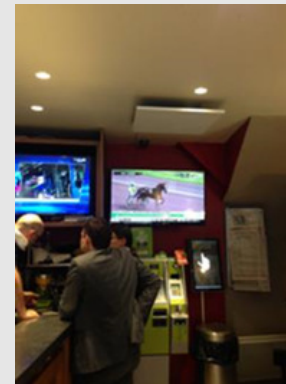
### Widget winnings verification

Available since August on [www.info.pmu.fr](http://www.info.pmu.fr)



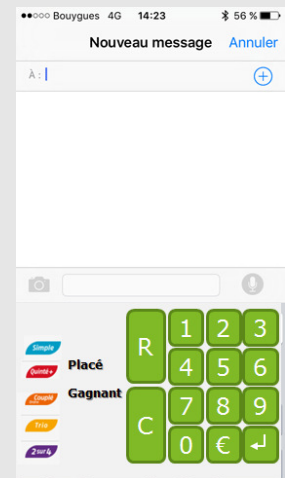
### Directional sound units

Pilot in 5 points of sales in September

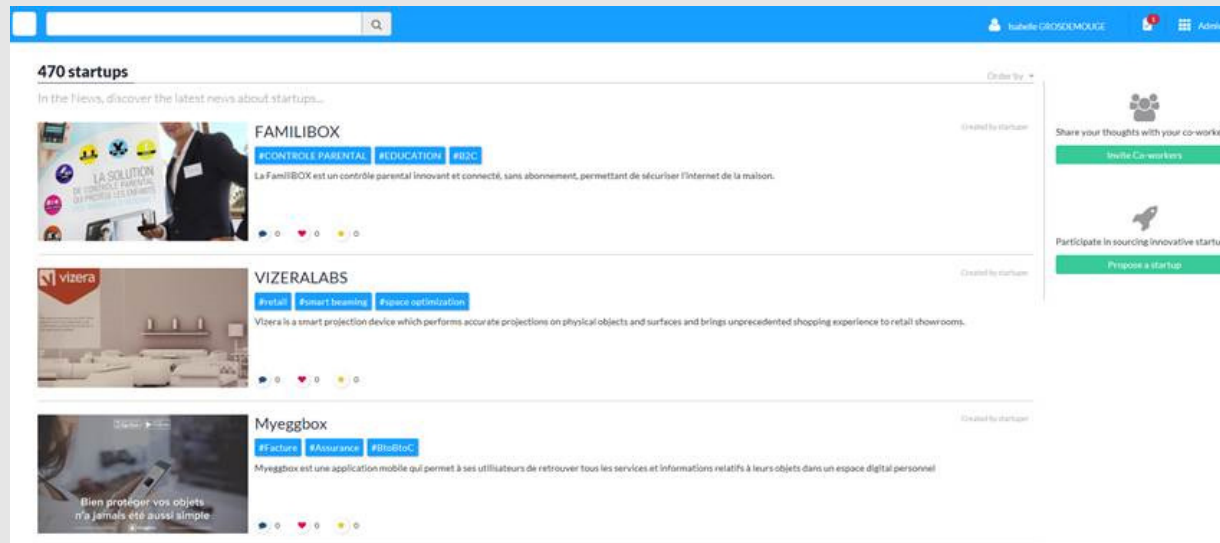


### Keyboard PMU

To improve the ongoing betting experience by SMS



Since June



A tool which creates the link between PMU community and creative start-ups

**470** start-ups for now

KINOV learns which start-ups are relevant to PMU recommend them to the right users

Currently, ongoing **POC** to integrate KINOV into iDbyPMU community

