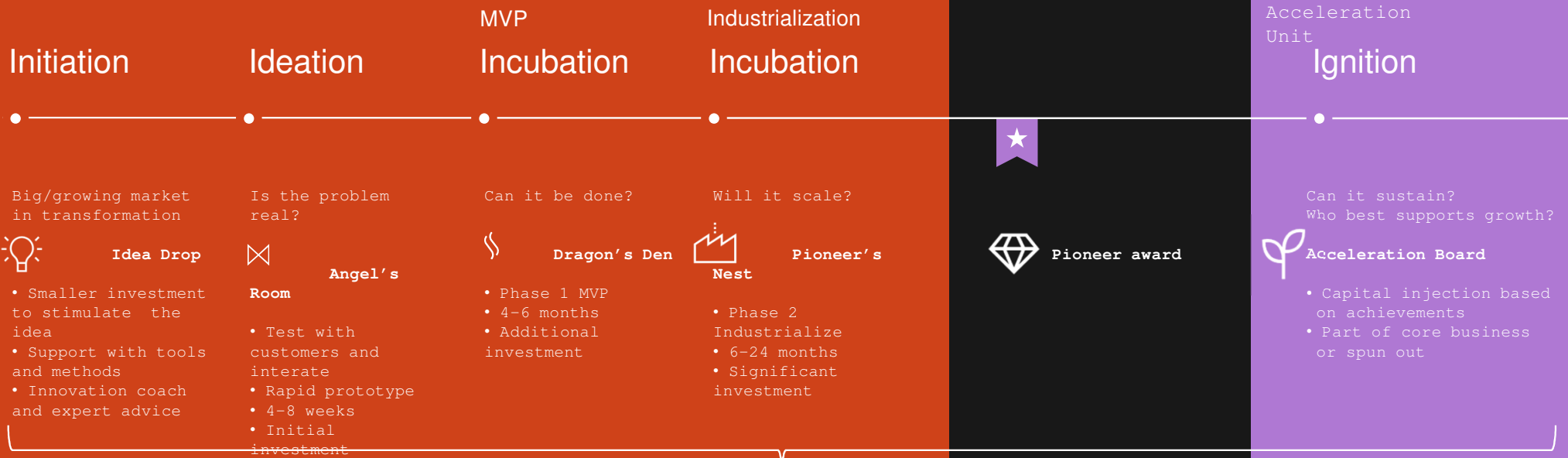


Unlocking the intrapreneurial and innovation power of our employees globally

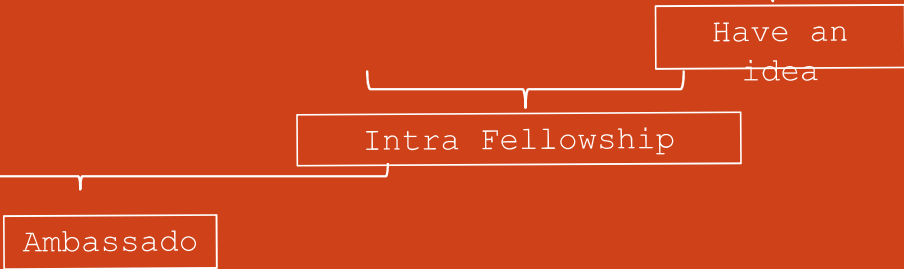
We'll help you design your future.
You'll help us design the world's



ONE's 5i process & how our employees can join



How you can get involved



Opportunities for employees to get involved



Drop an idea

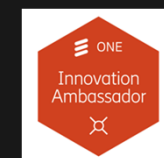
- Make my own idea a reality
- Full support from ONE
- Grow intrapreneurial skillset
- Grow cross-functional network and skills
- Certified trainings in Degreed

Join a project and become an intrapreneur

- Unique opportunity to work on an incubation project, for 6 months, to build and scale up new business for Ericsson
- Learning, development and a career boost, gaining new connections and relevant cross-business/cross-functional knowledge

Become an ambassador

- Enable and pioneer innovation
- Boost colleagues with aspiring ideas to turn them into reality
- Get internal visibility, formal recognition
- Participate in ONE Ambassador training and get certified



Challenges at each stage

And how we are addressing those



Drop an idea

Join a project and
become an
intrapreneur

Exit

Specific staffing challenges

• Attract people with the right skillset to drive new ideas

• Mobilize strong team to build and commercialize the MVP. Difficult to motivate home managers to release candidates

• Become an ambassador and part of the network

Value proposition for the home manager

• Build cross-functional networks for employee and in extension team
• Build new business awareness in team
• Increased skillset with employee
• Motivated employee

• Motivated employees with new skills set including customer understanding
• Impact and increase awareness of new businesses for Ericsson
• Build cross-functional teams, grow network and break silos
• Temporary Intra Fellowship assignment, parttime to full time for approximately 6-9 months

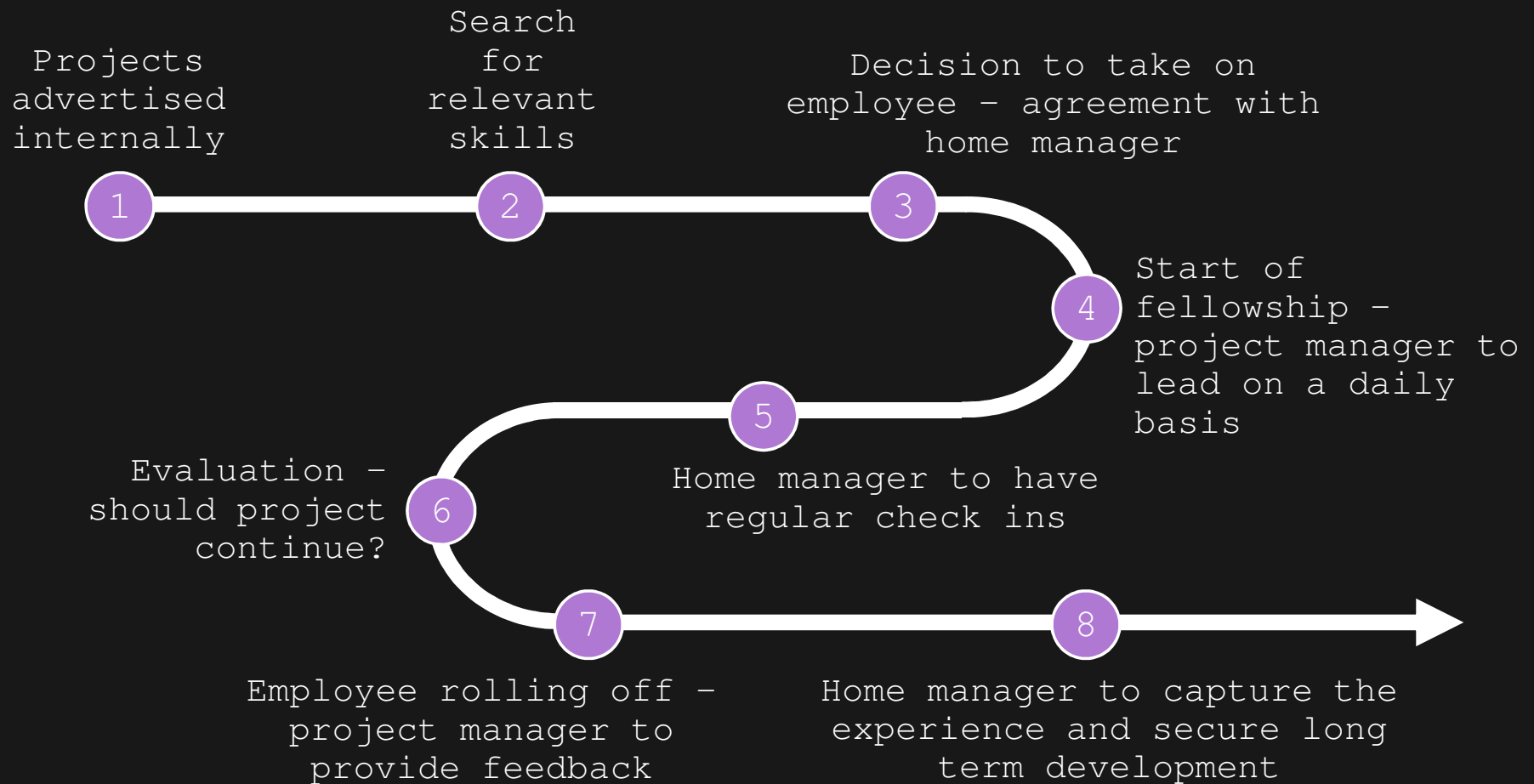
How we want the intrapreneurs to feel after participating in Ericsson ONE projects:

• Feeling of accomplishment
• Understand the reason why the project is closed down
• Learned something new that can be shared with others
• Encouraged to try again with another idea or project

Staffing tools

• Limited time engagement
• Talent pool of applicants
• Ambassadors
• Advertisement
• Interest survey

Mobilizing experts - process, from finding to roll off



What are current ventures in the making?



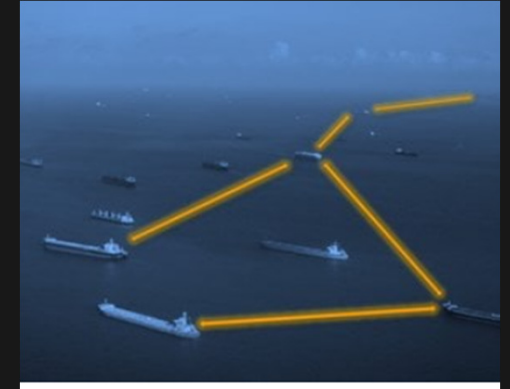
Accelerating the arrival of autonomous vehicles



Retelling history through Augmented Reality



Making site inspections safer with AI



Improving connectivity at sea



