

M E R C H A N T S

BREAKING THROUGH RETAIL
EXPERIENCE JOURNEYS

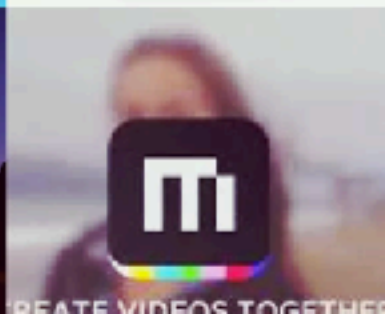
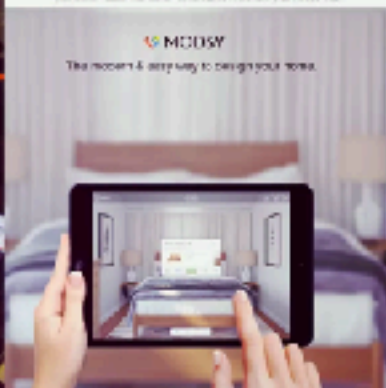
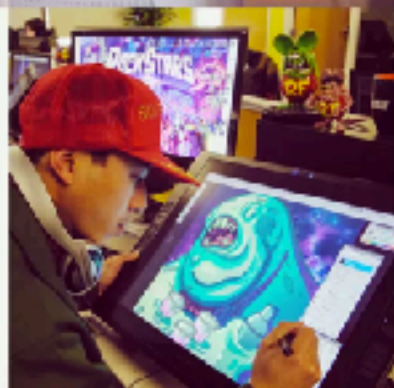
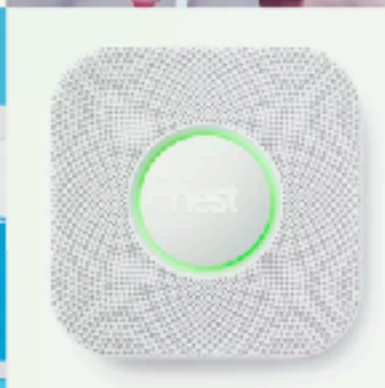
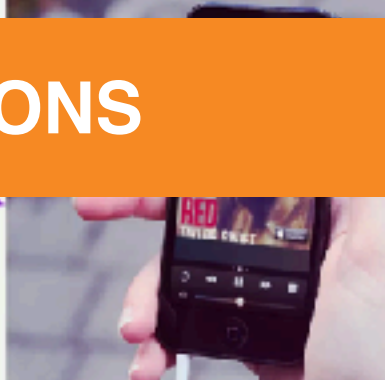
Mastercard Labs as a Service

Breaking Through Retail Experience Journeys
Driving Innovation & Creating Digital Solutions

November 29th 2017



INNOVATIONS



Browse

overview TOP LIST1 GENRES & MOODS NEW RELEASES NEW

Good Morning, Monday!



Morning Calm
Make it with the right way. Make it with the right way.



Your Favorite Coffee
Share with your friends.



Ready for the Day
This time, let's get you up and ready for your day.



Feelin' Good
Feel good with the best music. Feel good.



On My Mind
This is the best music you can find.



Bruno Mars
Artist · 10.1M followers
OVERVIEW RELATED ARTISTS BIDSIGHT

LATEST RELEASE

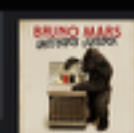


2017

- POPULAR
- 1 Just The Way You Are 77,844,500
 - 2 Marry You 45,027,726
 - 3 Grenade 33,571,848
 - 4 The Lazy Song 44,246,727
 - 5 Running Baby 15,428,210

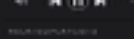
RELATED ARTISTS

- 1 Drake
- 2 Justin Bieber
- 3 Kanye West
- 4 Pitbull
- 5 Bruno Mars
- 6 The Weeknd
- 7 Chris Brown
- 8 Jay-Z
- 9 Lil Wayne
- 10 Eminem



Young Bats
Bruno Mars

3:18



100% RECOMMENDED

- 1 Bruno Mars 11,100,000
- 2 La Playa (feat. ... 11,100,000
- 3 Pitbull - Medusa 11,100,000
- 4 Jay-Z 11,100,000
- 5 Lil Wayne 11,100,000
- 6 Eminem 11,100,000
- 7 Chris Brown 11,100,000
- 8 Kanye West 11,100,000
- 9 Justin Bieber 11,100,000
- 10 Drake 11,100,000

Carrier

9:51 PM



Eraserheads

FOLLOW

5,614 FOLLOWERS

▶ SHUFFLE PLAY

POPULAR

1 Ang Huling El Bimbo
86,987

2 With A Smile
77,284



Ang Huling El Bimbo
Eraserheads





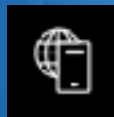
airbnb





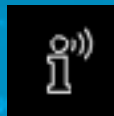
EXPECTATION TRANSFER





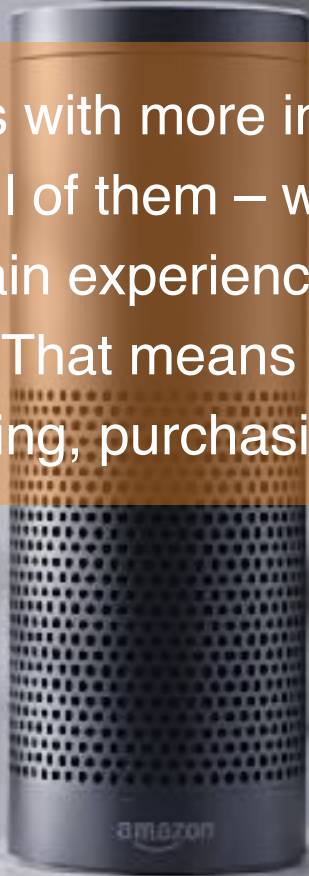
UBITECH

THE EVER-GREATER PERVASIVENESS OF TECHNOLOGY



INFOLUST

WHY CONSUMERS' VORACIOUS APPETITE FOR (EVEN MORE)
INFORMATION WILL ONLY GROW


An Amazon Echo smart speaker is positioned in the center of the frame. It has a cylindrical shape with a dark grey top and bottom, and a copper-colored middle section with a perforated pattern. The Amazon logo is visible at the bottom. The background is a blurred kitchen scene with a bowl of fruit on the left and a white wall with a light switch.

In 2018, consumers with more important things to do – and that’s all of them – will embrace the outsourcing of certain experiences to algorithms and smart devices. That means the automation of hunting, negotiating, purchasing and more.



شرطة دبي
DUBAI POLICE



A group of four people are gathered around a large whiteboard in a meeting room. The whiteboard is covered with hand-drawn diagrams and text, including the word 'TAP' and 'STRY'. One man in a striped shirt is pointing at a diagram on the right side of the board. Another man in a light pink shirt is pointing at a diagram on the left side. A woman in a grey turtleneck is sitting in the foreground, looking at the board. A woman in a black top is standing on the left, also looking at the board. The room has a corkboard wall above the whiteboard.

We partner with banks and merchants
to augment and accelerate their
innovation agenda



Introducing Mastercard Labs as a Service

Partnering with customers to augment and accelerate product innovation.



Idea Generation

Bring concepts to life and fast-track promising solutions through prototype, pilot and market launch.



Product Development

Increase the likelihood of finding breakthrough solutions, delivering best-in-class digital experiences.



Customer Experience

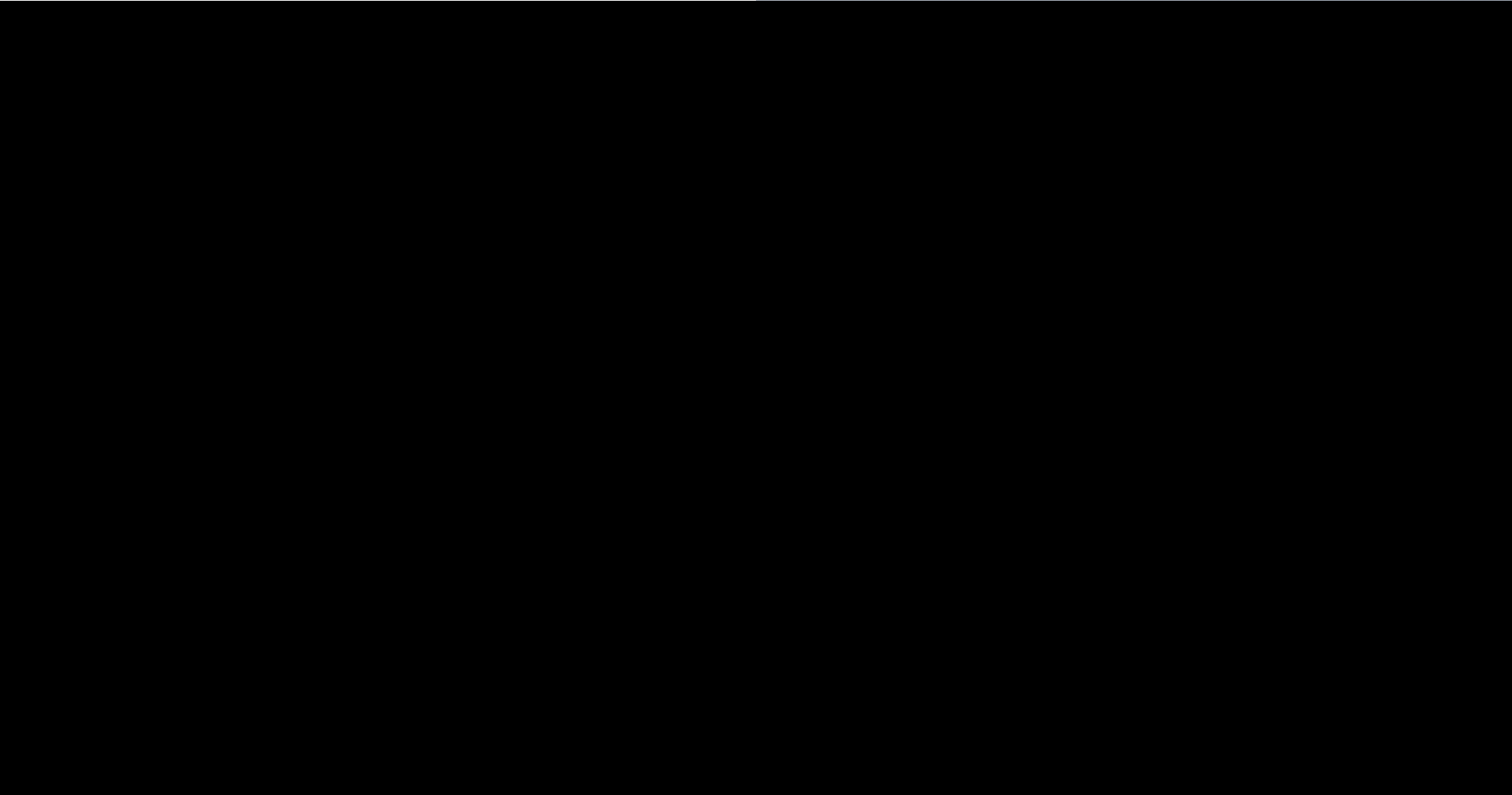
Customer research to identify customer needs and projects to define, implement and validate new ideal customer experiences.



VIDEO

Labs as a Service & LaunchPad





LAUNCHPAD

A customer-focused rapid prototyping design sprint

- A structured process using Mastercard's proven innovation methodologies.
- Laser focus on a innovation challenge to create tangible products assets in just 5 days.
- Work with a team of Mastercard Labs designers, developers and videographers.
- Creation of tangible product outputs that can be shared with senior executives & customers.



Monday:
DISCOVER



Tuesday:
DIVERGE & DECIDE



Wednesday:
DEVELOP DETAIL



Thursday:
PROTOTYPE



Friday:
TEST & LEARN

Key Launchpad Outputs



Prototype

A high fidelity prototype that brings to life the customer experience and demonstrates the key users journey and main functionality of a new product.



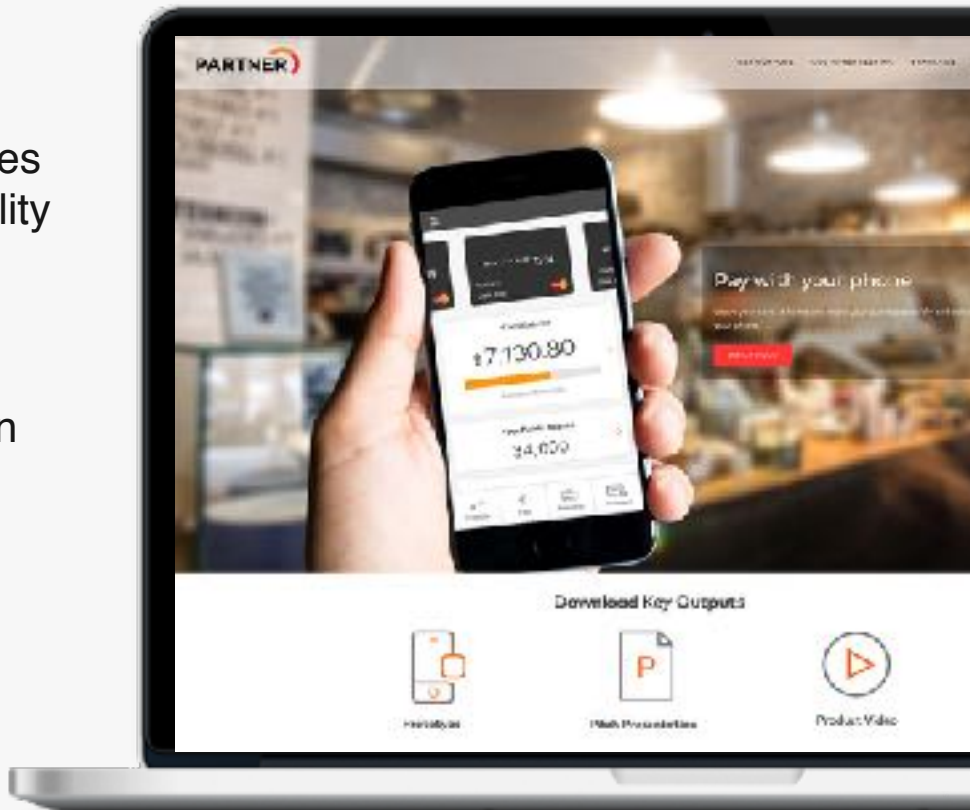
Pitch Presentation

A short and compelling pitch presentation that tells the story of why this new solution is right for the business and right for the customer – similar to startup's pitches for funding.



Product Video

An advertorial product video that brings the new product concept to life and sells the key customer value proposition.



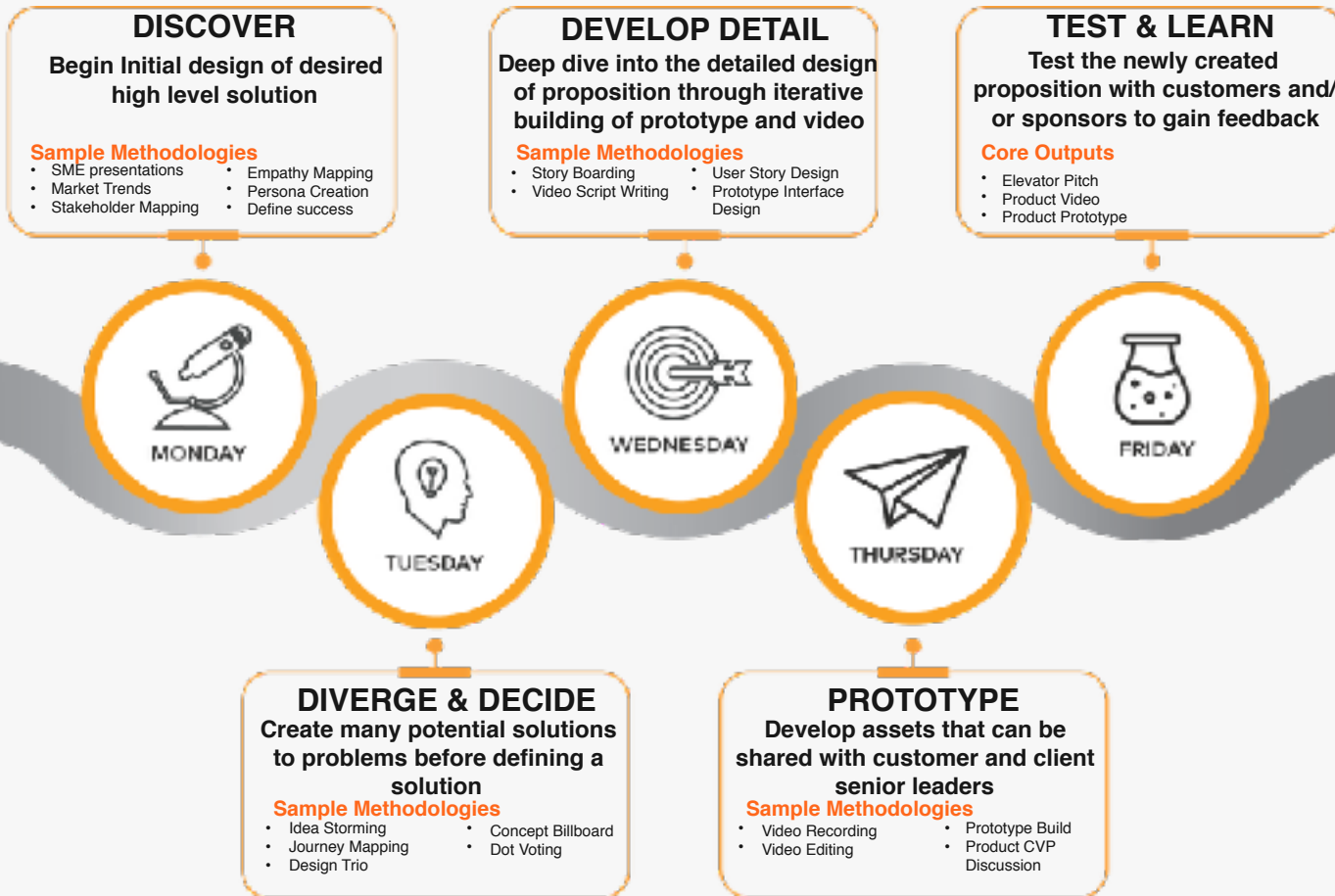
LAUNCHPAD

Why do a Launchpad?

- Benefit from expertise in e-commerce, m-commerce and transformative/ disruptive payment solutions.
- Gain access to MasterCard Labs' innovation toolkit, delivered by experienced innovation experts.
- Unlock customer innovation through break-through products which customers' want, need and love.
- Have the ability to turn high level ideas into tangible prototypes to validate with customers and other internal stakeholders.



What does a Launchpad week look like?





DUBAI OPERA



launchpad

Solution Features & Benefits



mastercard

Whats on!

Quickly browse our up and coming events



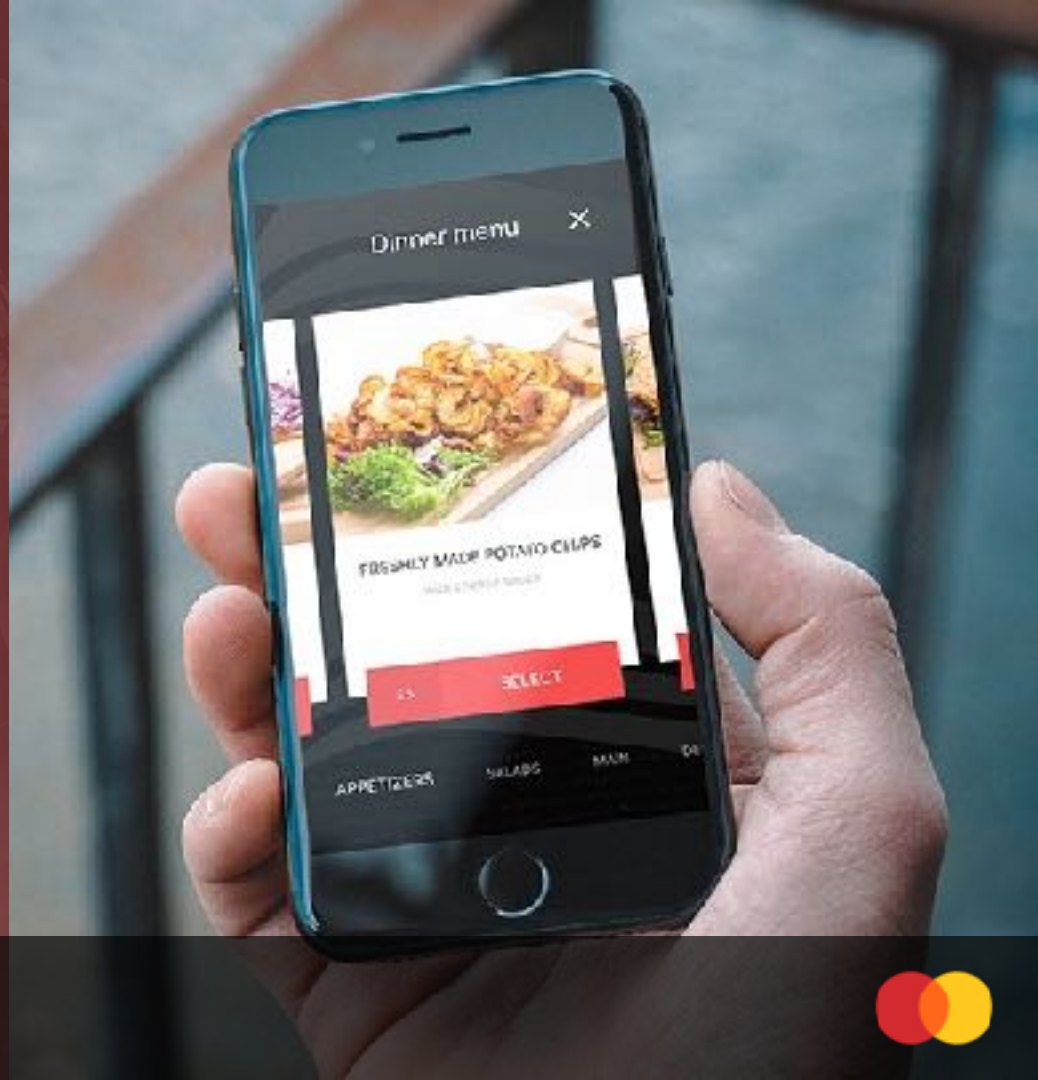


Plan your visit

Prepare for your trip to Dubai Opera House in advance.

Order Ahead

Book a table, meal and taxi
in advance leaving you to
enjoy a carefree night.



Skip the Queue

Avoid the queue by ordering your drinks in advance.



Digital Ticketing

No need for printed tickets.

Access your digital tickets in app.



Video



Taking employee's
ideas to the next
level



idea**box**



idea**portal**



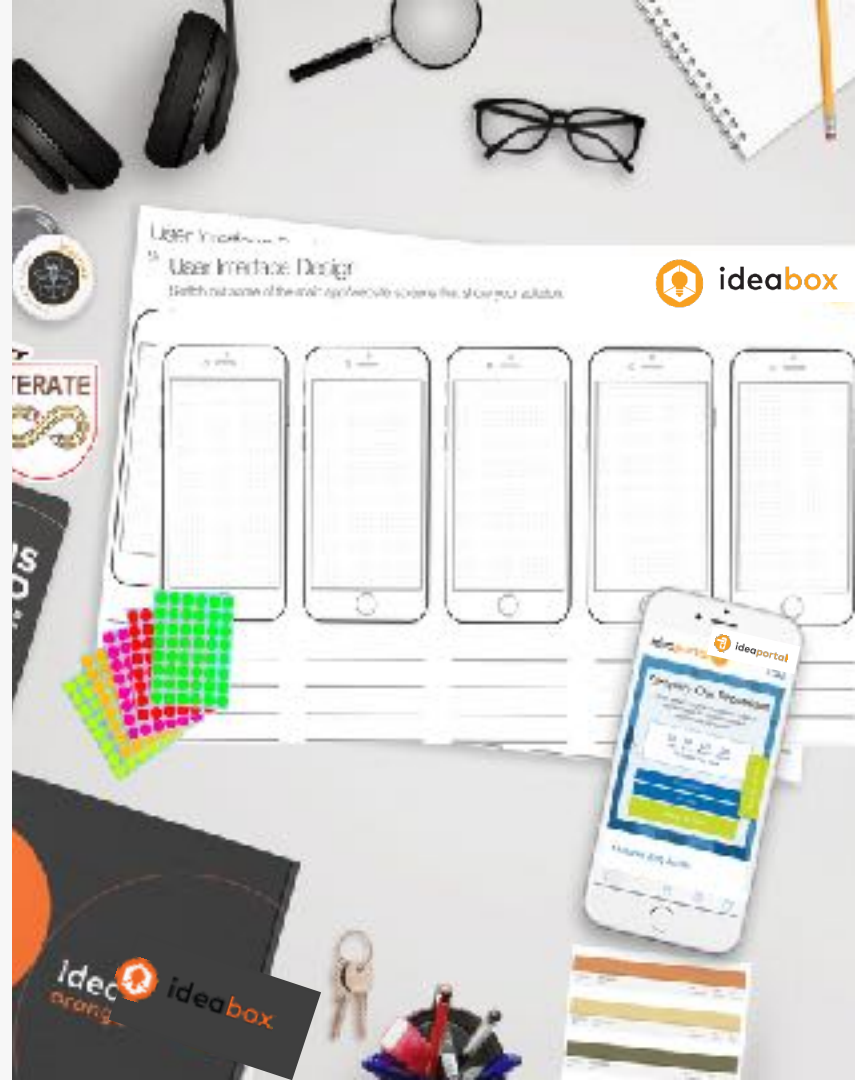
- A brainstorming tool where you can crowd source ideas and get fresh perspectives from employees.
- Let business units publish challenges to this platform and employees submit their ideas to solve the challenges.
- Employees may also participate by commenting, voting and investing upon submitted ideas.
- Hold regular competitions & encourage submission of potential solution ideas.
- Reward the employee or team who submits the idea(s) with the most commercial potential.





Take Employee ideas to the next level

- ideabox is all about getting big ideas off the ground through simple, concrete steps - with a desert-island kit for innovators.
- It's about individuals in your organization, generating big ideas and being able to develop those ideas themselves in a structured manner.
- It will embed the innovation spirit across your organization.



What's in an ideabox?



Design Thinking Tools

Access to a mentor

Pre-Paid Mastercard
to fund the idea

Innovation Guide

Digital kit of tools & templates





VIDEO

IdeaPortal & IdeaBox



What does the ideabox process look like?

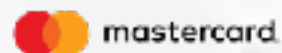


Digital Safari Dublin

Dec 11th to 14th

Digital Safari Dublin is an immersive 4-day participative event providing a comprehensive global technology tour with a blended mix of both leading edge digital applications and disruptive thinking from which to draw both insight and inspiration.

[DOWNLOAD EVENT GUIDE](#)





Thank You

Remember to fill out

Check out the MasterCard swag
at the MC Store!

