

INNOVATION IS A TEAM SPORT: HOW THE MARINE CORPS TACKLES EVERYDAY PROBLEMS

Hosted by Marine Corps Installations Command (MCICOM) I-neXt (Installation neXt) and Marine Corps Community Services (MCCS)
ADC Installation Innovation – Feb 12, 2020





I-NEXT OVERVIEW

Captain Wilhelm



I-NEXT MISSION & VISION



Our mission: Identify, pilot, and transition solutions to solve the most pressing problems facing Marine Corps installations through facilitation, consultation, and an innovation-ecosystem of creative partnerships.

Our vision: Advance capabilities on Marine Corps installations, support the Force of the 21st Century, and realize the full potential of a "Next Generation Installation."

BUILDING COLLABORATIVE SOLUTIONS



Ultimately it is this ecosystem that works collaboratively through the Solutions Process.



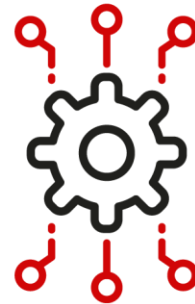
DISCOVER
pressing issues



IDEATE
opportunities



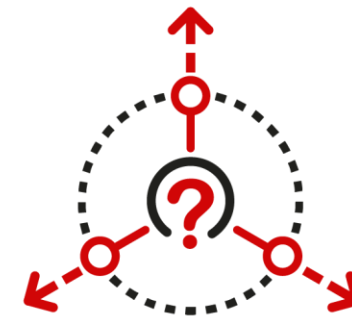
REFINE
concepts



PLAN
pilots



FIELD
capabilities



TRANSITION
solutions

I-NEXT AS A PROBLEM SOLVER

Our vectors help streamline our initiatives



Vectors

The nine challenge areas of Marine Corps installations. Through our Solutions Process and our events, we are able to generate ideas and develop concepts that lead to potential solutions to these challenges.





MCCS OVERVIEW

Sandy Bates

INTEGRATED ECOSYSTEM ALIGNED TO MISSION

Only Service Structured This Way



Marine Corps Leadership Governance *Alignment to Mission*

Business Services

- Retail
- Fuel
- Food and beverage
- Lodging
- Leisure travel
- Recreational activities

Marine and Family Services

- Behavioral Health
- Semper Fit
- SAPR
- Single Marine Program
- Exceptional Family Member
- Family Readiness
- Family Care
- Child Development Centers
- Youth sports
- School Liaison

Shared NAF Back Office Support Functions:
HR, IT, Finance, Accounting, Procurement, etc.

Significant Operational Efficiencies

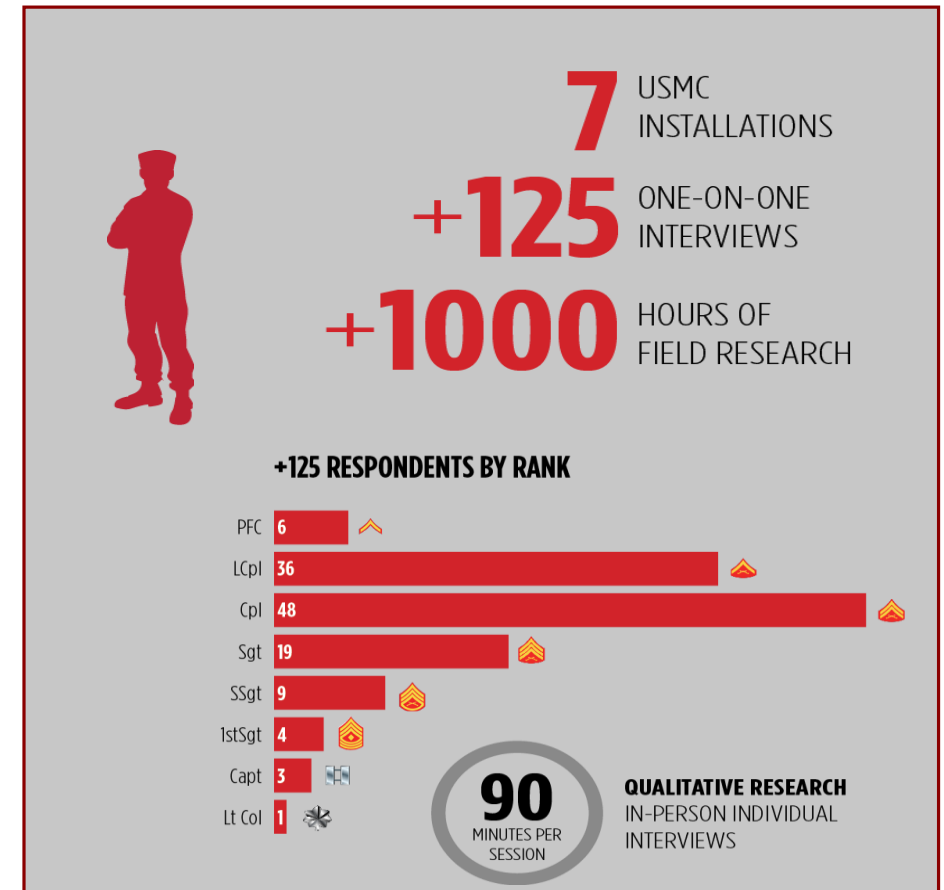
FOCUS ON NEEDS-FIRST INNOVATION



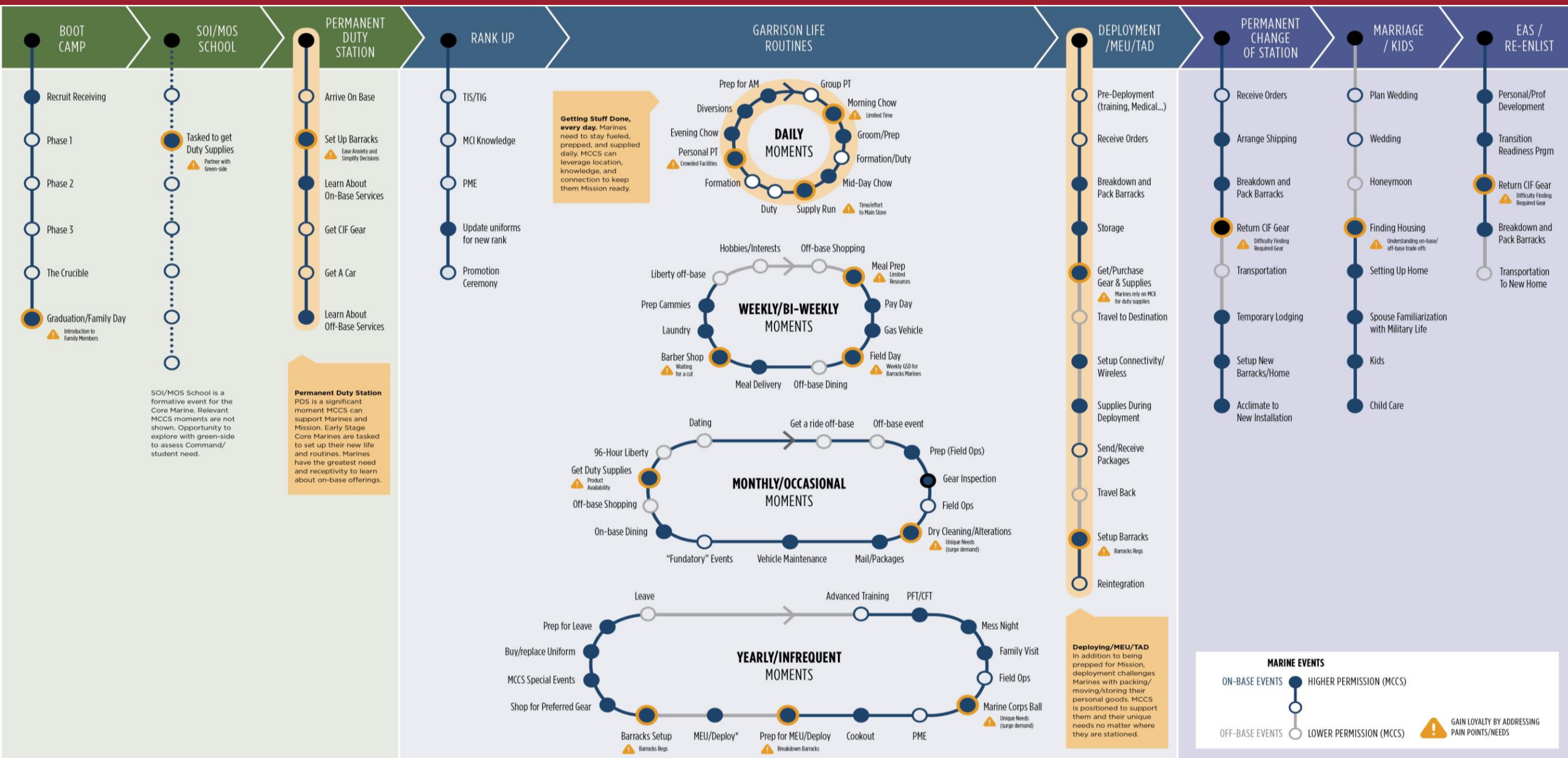
DISCOVER
pressing issues

Deep Marine Insight

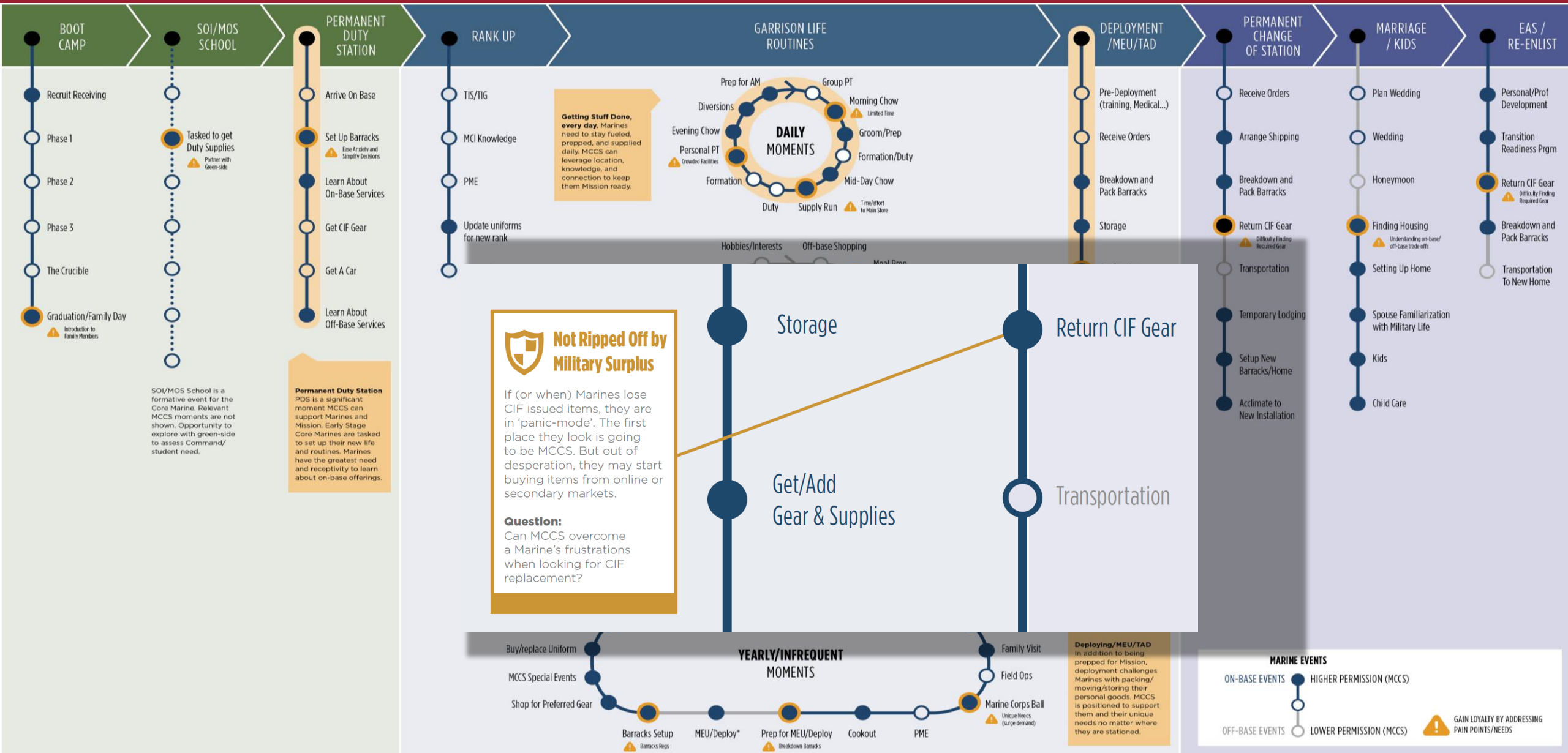
With **over 1,000 hours** of ongoing field work and **100 Marine interviews** to date, MCCS knows what Marines need. Our **continuous research** and design process uncovers the **hidden truths** and unmet need of Marines. Ones we can solve for now and prepare for in the future.



YOUNG MARINE'S LIFECYCLE



RETURN CIF GEAR = PAIN



PORTFOLIO OF INNOVATION



MARINE NEED

VISIONING/ PROTOTYPE

PILOT

COMMERCIALIZATION

OPERATIONAL

GET NEEDED SUPPLIES



FOOD ON THE MOVE



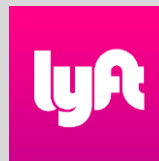
MARINE PREP

SANDBOXX

Uniform
purchase



TRAVEL - TRANSPORTATION



supported by
priceline

YOUNG MARINE JOBS-TO-BE-DONE



GSD FUELED

F&B ON THE MOVE



I am a Marine on the move trying to stay fueled -hydrated & satiated- to stay mission focused through the day, but I have limited time and access to fast, fresh, nutritious food and, while junk food is easy and convenient, I prefer to put better "fuel" in my body.

MCCS: Marine Mart, Main Exchange, F&B outlets

BARRACK MEALS



I am a barrack Marine trying to prepare convenient, fresh, nutritious meals, so I have more variety and control with my food, but I have limited ability to prepare meals because of limited access to tools or real food, which makes me turn to fast, convenient food, like Hot Pockets.

MCCS: Marine Mart, Main Exchange, F&B outlets

DELIVERY



I am a barrack Marine trying to get a convenient, fresh, and tasty meal with the minimum effort to sustain my energy and recover from duty, but limited food options make me resort to the path of least resistance - Dominos gets boring and makes me feel less than my best.

MCCS: F&B outlets

TAKE-OUT



I am a Marine on duty with limited access to food options, I try to grab a bite to eat to keep fueled through the day, but the most convenient choices are the least satisfying and fast food makes me feel I'm not keeping up to high standards.

MCCS: F&B outlets

PACKABLE F&B



I'm a Marine preparing for field ops trying to pack satisfying, high nutrition snacks/meals to sustain my energy while in the field, but MREs don't always cut it and I need to stay hydrated/satiated with easy to pack and travel F&B.

MCCS: Marine Mart, Main Exchange

SIT-DOWN

I am a Core Marine trying to unwind and enjoy a sit-down meal to keep connected with my buddies, but I don't want to hang out on base, and I'm not sure where to go off-base, which makes me feel trapped and disconnected.

MCCS: Clubs, F&B Outlets

PERMANENT DUTY STATION (PDS)



I'm a Junior Marine that just graduated. Now I'm tasked to familiarize and settle into Garrison life while sustaining USMC standards, but figuring out what's important is difficult because on-boarding is like "drinking from a fire hose," which makes me feel unsure and overwhelmed.

MCCS: Main Exchange, Marine Mart, SMP

SET UP BARRACKS



I am a single Marine trying to set up and organize my barracks for the first time, but I don't know what to buy because I don't always understand barrack regs and field-day inspections, which makes me feel unsure.

MCCS: Main Exchange, Marine Mart

DEPLOY



I am a deploying Marine trying to pack the right stuff (I don't know the right things to get or what can fit), I live in the barracks and need to store my belongings when I move out (including my car), but I have no idea where I can safely store my stuff, which makes me feel nervous and anxious for my return.

RETURN ISSUED GEAR



I am a Marine about to PCS/EAS, trying to replace my missing 'CIF gear' that I'm responsible for, but the PX doesn't have the right stuff, so I have to go off-base or online, which makes me feel bitter.

MCCS: Main Exchange

GEAR INSPECTION



I am a Marine trying to gather all my gear and supplies required for inspection, but replacing the items I need to can feel like a scavenger hunt and I sometimes have to make multiple trips to the MCX, making me feel like my time is being wasted.

MCCS: Marine Mart, Main Exchange

FIELD TRAINING



I am a Core Marine trying to get the stuff I need to make field ops as manageable as possible, but as soon as training is announced the PX runs out of the most important items, which makes me feel like they don't really care.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

GSD PREPPED

WORKOUT / FITNESS



I am a Core Marine trying to make the most out of my PT time to maintain physical and mental readiness, but gyms get crowded after work, and afterward, I can't pick up food while in PT gear and limits my options.

MCCS: Semp

UNIFORMS

I am a Core Marine trying to keep my uniforms clean and crisp, but the laundry facilities are old and the uniforms are expensive, which makes me feel stressed and overwhelmed.

MCCS: Main Exchange

PERSONAL APPEARANCE

I am a Core Marine trying to look my best for a date, but the PX doesn't have the right stuff, so I have to go off-base or online, which makes me feel bitter.

MCCS: Barber, Main Exchange

FIELD DAY

I am a barrack Marine trying to clean up after Field Day, but the cleaning supplies are limited and I have to go off-base or online, which makes me feel bitter.

MCCS: Marine Mart

MARINE CORPSE

I am a young Marine trying to get my uniform cleaned, but getting it cleaned is a hassle because they can't do it as fast as off base, which makes me feel frustrated and untrusting.

MCCS: Dry Cleaner / Alterations

PERMANENT CHANGE of STATION (PCS)



I am a Marine trying to PCS as smoothly as possible to keep duty and mission focused, but it's difficult because of all of the paperwork, logistics, and requirements (I didn't even know about), which makes me feel worried that I'm not doing everything that I could or should be.

MCCS: Main Exchange, Marine Mart, Inns of the Corps, Auto resale lot

RETURN ISSUED GEAR

I am a Marine about to PCS/EAS, trying to replace my missing 'CIF gear' that I'm responsible for, but the PX doesn't have the right stuff, so I have to go off-base or online, which makes me feel bitter.

LIBERTY / LEAVE



I am a Marine trying to prep to make the most of my off-duty time, but I'm not sure what to do that's right for me, I'm not from the area, and have limited energy to plan and execute, which makes me feel unsure of doing anything while on duty.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX), Rec, Reconnect App, ITT, Marine Mart, Exchange

STAY CONNECTED



I am a Marine trying to stay connected to the world while on duty, but coverage on base can be spotty and expensive, with makes me feel trapped and stressed.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX), provider, Wireless/Mobile, MCCS WIFI

RECEIVE STUFF

I am a Marine trying to receive stuff from my family while on duty, but delivery is slow and inconsistent, which makes me feel frustrated and exposed.

MCCS: Main Exchange

VEHICLE MAINTENANCE

I am a Marine trying to own and maintain my vehicle (motorcycle), but I ended up in debt up to my eyes and can't help them plan their visit, which makes me feel like a bad host.

MCCS: Main Exchange, Marine Mart, GameStop

RELATIONSHIP

I am a Marine whose family is coming to visit while on duty, but I know nothing about the area and can't help them plan their visit, which makes me feel like a bad host.

MCCS: Inns of the Corps, Main Exchange

MARRIAGE / KIDS

I am a newly married Marine trying to set up my new home while keeping my mind on duty, but setting up the new house (or life with kids) and helping my spouse figure out what's required for us is stressful and dealing with policy and red-tape is a chore and a distraction from duty.

MCCS: Main Exchange, Marine Mart, CDC

GSD SUPPLIED

DUTY GEAR



I am a Core Marine trying to augment my issued gear with the stuff that will really get the job done, but I don't know what to buy or where to get the best value, which makes me feel unprepared.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

DUTY SUPPLIES



I am a Core Marine trying to replenish and maintain my supplies to keep prepared and mission ready. Everyone in our Battalion has to get the same supplies, but the supplies I need are out of stock at the PX, which makes me feel stressed and not ready.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

BARRACK UPGRADE



I am a barrack Marine trying to make my barrack room "my own" and a place I can reset, but space is limited, stuff can get stolen, and I don't have the time to figure out the right solution, which makes me feel cautious about buying anything for me.

MCCS: Main Exchange, Marine Mart

RECONNECT GEAR & SUPPLIES

I am a barrack Marine trying to either chill out or do something fun while on base, but not having the stuff I need is just one more barrier to relaxing at all, which makes me feel stuck.

MCCS: Main Exchange, Marine Mart, GameStop

PERSONAL GOODS

I am a barrack Marine trying to buy clothes, shoes, and other items to keep up with my style and tastes, but finding those items at the PX doesn't cross my mind and I would rather just go off base because I enjoy feeling like a civilian.

MCCS: Main Exchange, Marine Mart

MCCS permission, leverage competitive advantage:

Location - need requires immediate/convenient on base solutions

Knowledge - need is unique to Marines

Connection - unique and ongoing relationship with Marines



Event / need is unique to Marines



High frequency event



Need / pain point is currently unmet or under served

DISCOVERING PRESSING ISSUES



"PX doesn't have the current CIF gear, I have to find it online or go off base to a surplus store."

-Sgt Minimal

"Issued gear is often 'lost'/stolen because it has to be returned or we are on the hook for it."

-Cpl Hod

"People sometimes buy knock-off stuff from MCX so that I can lock up the CIF issued gear for inspection."

-Cpl Fly

"That's what I'm saying, CIF gear should be sold for CIF price here [PX], because Saigon Sam's will sell them for like...50% more...cause they know your command doesn't like damaged or missing gear statements."

-LCpl Trips

"In Pendleton they only had these places off base, they made a bunch of money off Marines losing their stuff."

-Sgt Howitzer

"Military surplus stores have more CIF stuff than MCX and it's cheaper."

-PFC Indiana



IIF COLLABORATIVE EFFORT USE CASE

Captain Wilhelm and Sandy Bates



GUIDING QUESTION

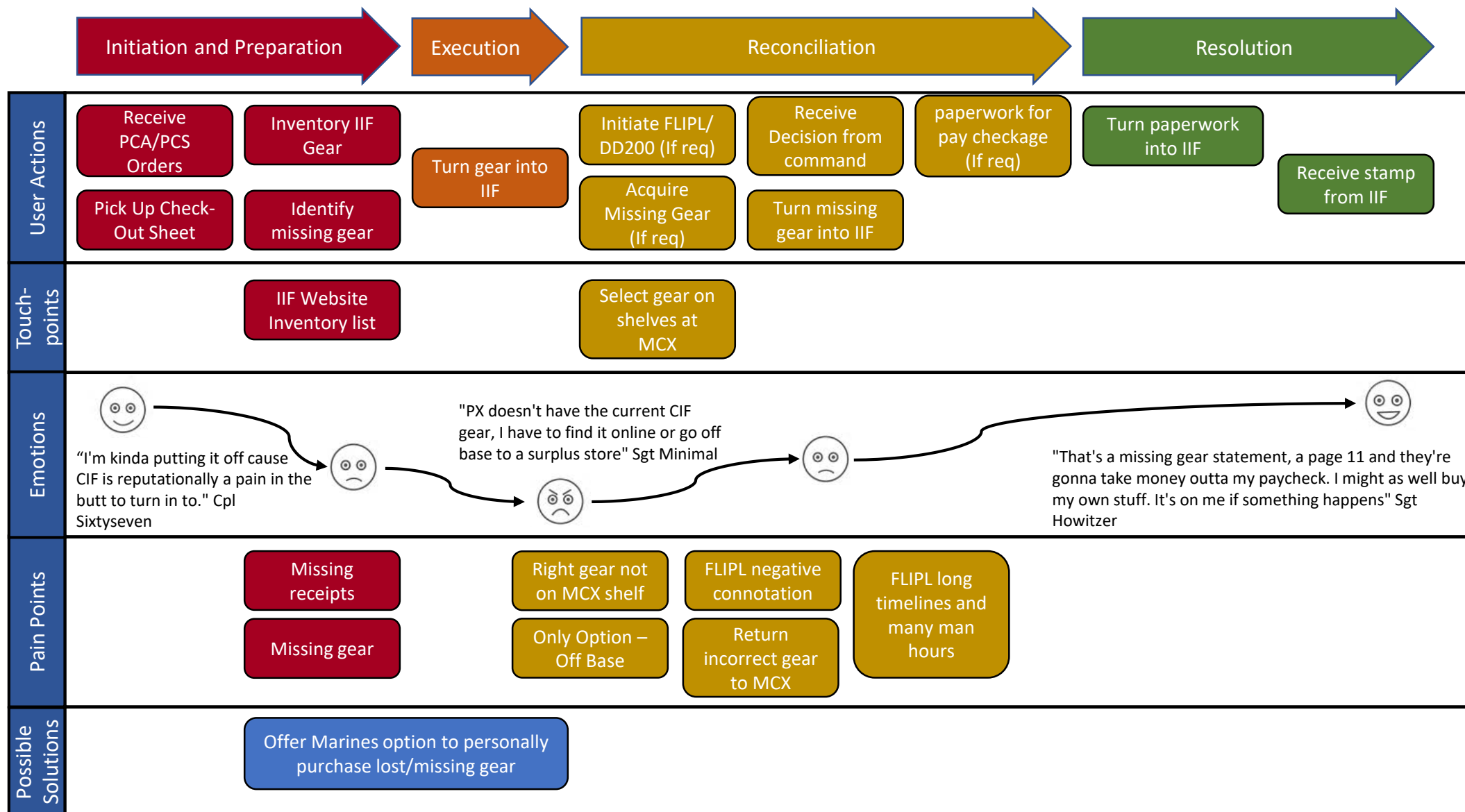
HOW MIGHT WE IMPROVE THE PROCESS BY WHICH MARINES
REPLACE LOST/MISSING/STOLEN GEAR SO THEY CAN PCA/PCS/EAS
SMOOTHLY?

IIF ECOSYSTEM

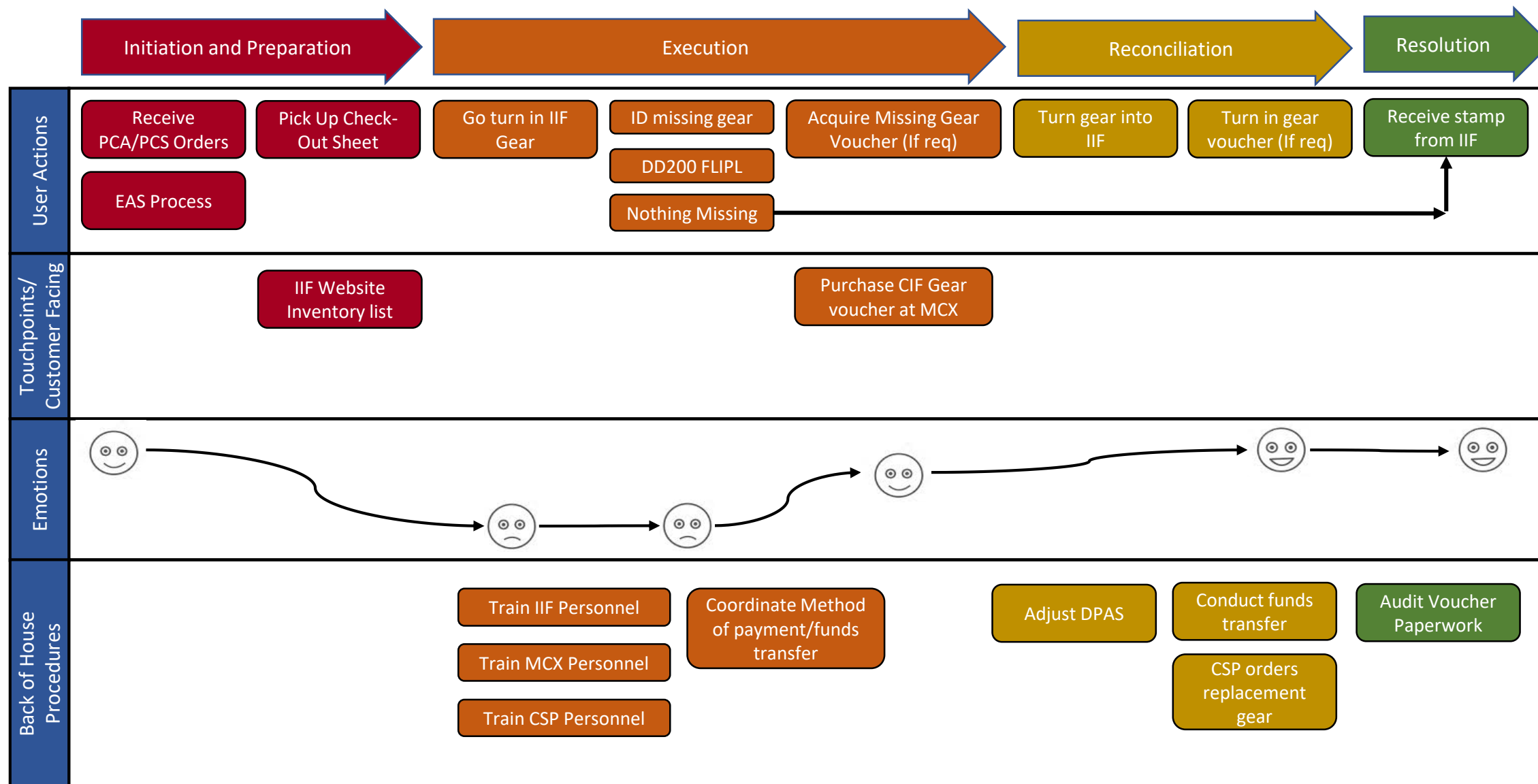
Key players in helping solve the IIF issue



IIF CURRENT STATE JOURNEY MAP



IIF FUTURE STATE JOURNEY MAP





Q & A

THANK YOU

WE WANT YOU TO STAY INVOLVED!

If you are a Marine or on an Installation:

- Bring forward problems that you see firsthand on Marine Corps Installations
- Identify key local partners that your installation collaborates with
- Recommend your base as a testing ground to pilot certain solutions

If you are a part of MCICOM:

- Bring forward problems that you see in your daily job
- Accelerate solutions that support the mission of your MCICOM Directorate
- Identify connection points and dependencies between your Directorate and others

If you are a part of the I-verX Ecosystem:

- Identify opportunities for collaboration with MCICOM
- Explore problem and opportunity spaces to better understand MCICOM challenges
- Refine proofs of concept and build prototypes to solve our problems
- Demo and showcase potential solutions to MCICOM

Upcoming I-neXt Events

I-neXt Vector Refinement Workshop – Tentative, March, 2020

I-neXt COMMUNITY Symposium – Tentative, April, 2020

Reach out Anytime!

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