

# How an US Energy Manufacturing & Tech Company Built a High-Impact Innovation Team in Less Than a Year

**56%**

more  
patentable ideas

**216%**

more  
invention disclosures

**1100+**

employees  
contributing actively

"When I first joined, we barely had any system for capturing ideas. Some weeks we'd get one or two, and most would just sit in someone's inbox. That was a good week.

**Now, we're seeing** new ideas come in diligently every week, sometimes multiple times. People are actually excited to share, and we finally have a process to make those ideas count."

— Innovation Lead, Energy  
Tech Division



This U.S.-based energy manufacturing and technology company is known for pushing the boundaries of sustainable power solutions and advanced manufacturing systems. From building cleaner energy technologies to optimizing industrial processes, the company's mission is clear: deliver reliable, transformative energy for a rapidly changing world.

Innovation has always been part of their DNA, but turning ideas into real, actionable projects was a challenge. Ideas surfaced everywhere, on the factory floor, in R&D labs, in emails and team meetings. But most were lost, duplicated, or never fully tested. Without a clear process, good ideas often went unnoticed, and employees sometimes felt their contributions didn't matter.

**"We had the expertise, the ideas, and the ambition but no real system to harness it all," said the Innovation Lead. "We realized that to move faster and smarter, we needed a structured & modern approach that everyone could trust with their IP."**

That's when the company launched a cross-functional innovation team, leveraging InspireIP to centralize ideation, streamline evaluation, and connect every idea to strategy, sustainability, and measurable impact.



# 1.

## CHALLENGES

- Innovation ideas were scattered across departments, labs, and shop floors, making it difficult to capture and act on them.
- Lack of a central system meant poor visibility into which ideas were being implemented, creating inefficiencies and duplicated efforts.
- The company needed to prove ROI for innovation initiatives and ensure alignment with sustainability and operational goals.
- Employees were hesitant to contribute without a clear process or feedback mechanism.



# 2.

## SOLUTION

- Launched a cross-functional innovation team to coordinate idea capture, evaluation, and execution.
- Implemented InspireIP to centralize ideation, track submissions, facilitate collaboration, and connect ideas to corporate strategy.
- Introduced innovation councils—small groups of employees reviewing, refining, and prioritizing ideas collaboratively.
- Used structured processes for reporting, forecasting, and risk assessment, giving leadership real-time visibility into pipeline and impact.
- Created a culture of positive feedback, encouraging employees to suggest ways to make ideas work rather than dismissing them.

*“Our innovation process was kind of all over the place. Now it’s simple, digital, and easy for everyone to contribute. We’re moving ideas forward instead of letting them sit in inboxes.”*

**- COMPANY  
DIRECTOR**

# 3.

## RESULTS

- **180+ ideas** captured in the first challenge, from 600+ cross-team employees
- **200x more collaboration** with on-platform engagement and team brainstorming.
- **Time-to-evaluate cut by 70%**, moving from months-long review cycles to days.
- **40+ ideas moved to pilot** or prototype stage within the first year.
- **10+ invention disclosures filed**, strengthening IP and innovation output.
- **15% reduction in energy consumption** in pilot projects tied to captured ideas.

**Talk to anyone leading innovation in energy manufacturing, and the challenges are almost universal: ideas are everywhere, but turning them into tangible, scalable solutions is hard.**

This company had brilliant engineers, project managers, and R&D teams generating ideas, but the process to capture, evaluate, and implement those ideas was fragmented. Ideas arrived via emails, whiteboards, shop floor conversations, or informal meetings, and often, they got lost or duplicated.

"When I first joined, good ideas would pop up in one plant or lab, and we'd have no way to know if another team was already working on something similar. Sometimes months would go by before anything moved forward," said the Innovation Lead.

Adding to the challenge: innovation teams were being asked to do more with less. Leadership wanted measurable outcomes; ideas that could improve efficiency, reduce energy consumption, or create new technology solutions, but without a system, proving ROI was nearly impossible.

And, like many complex industries, there were multiple stakeholders involved, engineering, operations, R&D, and compliance teams. All of whom needed to be aligned for an idea to progress.

**"We had the creativity and expertise, but no way to connect it all. We needed a system that could turn scattered ideas into real projects," the Innovation Lead explained.**

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## Turning Innovation into a Predictable Pipeline: Where it All Started

"One day, an engineer walked into my office with a printed form and sketch for a new energy optimization system," **shares the Innovation Lead.** "It was brilliant and I asked him to mail it to the R&D head, keeping me in loop. He said, he already did, but you probably might have lost it in emails. It was embarrassing honestly when I found the mail. Then by the time I tracked it down, it had already bounced between three departments, and no one knew who was responsible for moving it forward."

This was a familiar story across the company. Ideas came from R&D teams, plant operators, and project engineers but without a central process, many were delayed, duplicated, or never implemented. Leadership couldn't see which ideas had the most potential, and employees often felt frustrated that their innovations were going nowhere.

"We had all this talent and innovation, but no way to manage it consistently," **the Innovation Lead explained.** "It was high time to introduce a process that could capture ideas, evaluate them quickly, and connect them to real impact."

If you want to turn more of your team's ideas into real, measurable results, **book a call with our team.**

- ✓ We'll help you create a simple, three-step plan to capture, evaluate, and implement innovation that drives impact, no matter how complex the market or industry challenges are.



# How the Innovation Lead Managed the Pressure to Deliver Results

Leading innovation in a complex energy manufacturing company comes with constant pressure. **"There's always a sense of urgency,"** said the Innovation Lead. **"Even when things are moving forward, it feels like we could be moving faster, capturing more ideas, or implementing solutions sooner. Patience is really hard in this role."**

The team evaluated multiple options, but what set InspireIP apart was how well it could centralize ideation, review flow and transition valuable ideas to the IP flow with easy novelty screening, IP team collab, external counsel support.

**"What impressed me most was how intuitive the platform is for our teams,"** said the Innovation Lead. **"Engineers, plant managers, and project leads can all contribute ideas, collaborate, disclose inventions and see the status in real time. It made innovation transparent and accountable."**

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# How we got 100% team approval & innovation opportunities within 30 days

## STEP 1

### Identify & Prioritize Key Challenges

- ☐ Work with leadership to pinpoint high-impact business or operational challenges.
- ☐ Select one or two focus areas where early wins will matter most.

## STEP 2

### Integrate & Onboard Teams

- ☐ Connect InspireIP with tools teams already use (Slack, Teams, Jira).
- ☐ Run quick announcement campaigns internally.

## STEP 3

### Launch an Internal Innovation Challenge

- ☐ Launch a company-wide challenge on-platform to spark engagement, collaboration, and excitement.
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## STEP 4

### Evaluate & Close the loop on Ideas Rapidly

- ☐ Smart routing to review committee and stakeholders
- ☐ Highlight early promising ideas to leadership to build momentum.

## STEP 5

### Execute & Report Early Wins

- ☐ Move top ideas into pilot projects, prototypes, or process improvements.
- ☐ Track impact via metrics, dashboards, and progress reports to demonstrate measurable value.

If you're wondering how one innovation challenge can bring in 100s of ideas, run your first team challenge (Duration: 30 days) and find out yourself:

✓ [30-Day Free Innovation Challenge](#)

Some additional resources to get you started quick:

✓ [Innovation Challenge Checklist](#)

✓ [IDF Template](#)

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# How Innovation Management Helps Energy & Manufacturing Leaders Win

We asked the **Innovation Manager** what advice he would give to peers working in energy and manufacturing. His answer came down to **three key lessons**:

## 1. Going digital with innovation is no longer optional

“We live in an AI-forward, completely digital market economy. That’s just the reality. Which means it’s obsolete to keep running on files, emails, or gut feel. For us, moving to a system like InspireIP was necessary. It takes care of everything in the early innovation and IP phases: idea capture, novelty checks, invention disclosure, IP team validation, and preparing for filing. It’s all structured, secure, and easy to manage. That’s what gives me confidence that nothing slips through the cracks.”

## 2. Responsible AI is rare and invaluable

“In highly regulated industries like energy, AI adoption often comes with skepticism. Inventors worry about idea security, reviewers question competency in evaluations or prior art searches, and IP teams fear the complexity of AI-driven inventions. InspireIP solves this by giving you control. AI works for you only in the phases you want it, and can be switched off anytime. It’s responsible, transparent, and designed to earn trust across teams.”

## 3. Structure creates speed and confidence

“The biggest enemy of innovation isn’t lack of ideas. It’s the chaos that slows them down. By standardizing disclosures, reviews, and validations in one place, we’ve eliminated bottlenecks and made innovation predictable. That confidence is what allows leaders to not just capture more ideas, but to actually translate them into filings, patents, and business outcomes.”

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# *Ready to Build a Scalable Innovation System?*

Innovation in energy and manufacturing isn't just about big ideas, it's about creating the discipline to turn those ideas into patents, products, and real business impact.

**Get a Free Roadmap for Innovation**



Don't let your next patentable idea slip away.

[Schedule a Call](#)

