

TRUE INNOVATION

At True, innovations are new creations that create better results and deliver higher economic, social, or environmental values. Innovations are developed from ideas and imaginations through innovation process that leads to real practical applications.

MANAGEMENT APPROACH

True Group is moving toward becoming a tech company that uses the open innovation model to respond in a timely manner to the demands of consumers of all lifestyles. In addition to creating competitive advantages and increasing customer satisfaction by developing new products and services, we align innovation strategy with corporate goals to support economic, social, and environmental efforts in order to drive Thailand towards a fully digital society.

In developing products and services, we adopt the innovation management framework that encompasses envision, evaluate, engage, culture, and execute, and we use the innovation sprint to accelerate the development process. Emphasis is placed on cost reduction, revenue generation, controlling potential risks, and intellectual property rights. Our innovative leader, the chairman of the executive committee, continually drives innovation strategies to establish teams in various technological areas, such as True Robotics, True IoT, True Analytics, e-Commerce, and True 5G, allowing innovators to explore their creativity and create new inventions in line with the corporate strategy.

INNOVATION DEVELOPMENT PROCESS





True Innovation Center will drive organizational innovation together with other departments within the Company. True Group strives to develop innovations that include business innovations, social innovations, and environmental innovations to not only improve organizational processes, but also meet customer needs according to the convergence strategy that merges products, services, and networks into a unified whole in order to deliver the best value and benefit to consumers. Moreover, we encourage our internal units to develop innovations through in-house activities such as the **True Innovation Award Contest**.

trueLAB

True Lab aims to support innovation research and development of leading educational institutions. At present, True Lab are built in nine universities with 48 Research and development Projects.

trueINCUBE

True Incube was established to create an ecosystem to help startups build innovative business on the ASEAN level. It has both invested in registered startup companies and incubated new generation of startups.

trueROBOTICS

True Robotics is a robotic research and development team, both hardware and software. It focused on artificial intelligence (AI) research and development and image processing in robots.

truedigital_park

True Digital Park is the first digital innovation hub in Thailand and the largest in Southeast Asia, located in an area of 77,000 square meters. It focuses on creating a complete startup ecosystem which is in line with international standards. True Digital Park brings together large multinational corporations, digital technology companies and Thai and foreign investors to develop digital innovations and promote startup growths.