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The Future of Innovation



**Hype, Hope
and Reality**

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The State of the Innovation Economy:

It is the best of times,

It is the worst of times . . .

The Engine of Progress



“The reasonable man adapts himself to the world;

the unreasonable one persists in trying to adapt the world to himself.

Therefore, all progress depends on the unreasonable man.” [... or woman]

-- George Bernard Shaw

Reasonable or Unreasonable?



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Top Ten New Rules for Unreasonable Success

1. Fundamental Objective

Old Rule:

- Make money

New Rule:

- Create value

2. Getting Started

Old Rule:

- Brilliant founder

New Rule:

- Brilliant team

The Brilliant Team . . .



A Parable:

- The Optimist,
the Pessimist,
and the Engineer

3. Management Style

Old Rule:

- Plan the work, work the plan

New Rule:

- Plan as you go

3. Management Style . . .



Garage 24 Hour Rule:

- Only 24 hours to develop your plan before you go out and start testing it

4. Focus

Old Rule:

- Failure is not an option

New Rule:

- Failure is a requirement

4. Focus . . .



. . . but you better hit your plan!!

5. Business Model

Old Rule:

- Raise venture capital

New Rule:

- Bootstrap

6. Foundation of Innovation



Old Rule:

- Good old American know-how

New Rule:

- Good new Global know-how

7. Competitive Advantage

Old Rule:

- First mover advantage

New Rule:

- Fast adaptor advantage

8. Marketing Strategy



Old Rule:

- Build it and they will come

New Rule:

- If they come we will build it

8. Marketing Strategy . . .



"We reversed the traditional development process: design, build, and sell.

We sell, design, and build and that has saved us from innumerable problems."

— VP Marketing, Seagate

9. Pace of Change

Old Rule:

- The pace of change is accelerating

New Rule:

- Change takes time

Pace of Change . . .

Progress is slower than we think:

- Energy
- Software
- Bandwidth
- Medicine
- Education
- Transportation
- Television.

10. Source of Innovation



Old Rule:

- Technology drives innovation

New Rule:

- People trump technology

Bonus: Pitching to Investors



Old Rule:

- It's about ROI

New Rule:

- It's about LOVE

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1. Create value
2. It's all about the team
3. Plan as you go
4. Fail early and often
5. Learn to bootstrap
6. Go global day one
7. Be a fast adaptor
8. Build your business outside in
9. Be realistic about pace of adoption
10. People trump technology

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Questions, comments, or slides:

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Resources for Entrepreneurs:

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