

# Innowacyjność romans czy prawdziwa miłość?



Warszawa, 09.12.2014

**Prof. Mario Raich, PhD**  
ESADE Barcelona, Learnità London

LOVE AFFAIR	INNOVATION
<b>Falling in love</b>	
<b>Stage I: IDEATION &amp; DESIGN</b>	
	<b>CONCEPT</b>
<ul style="list-style-type: none"> <li>Meet somebody /Flirt</li> <li>Falling in love</li> </ul>	<ul style="list-style-type: none"> <li>What is the idea? What does it?</li> <li>Is it unique? Novel?</li> <li>What is the competitive edge?</li> <li>Business opportunities</li> </ul>
	<b>BUSINESS MODEL</b>
<ul style="list-style-type: none"> <li>Value proposition</li> <li>Model for life together</li> <li>Presenting future spouse to parents</li> </ul>	<ul style="list-style-type: none"> <li>Working principle and business model</li> <li>Value creation: value proposition; customer profile</li> <li>Exploration of: target markets, technology, property rights, competition, cooperation, expertise resources, financial</li> </ul>
	<b>BUSINESS CASE</b>
<ul style="list-style-type: none"> <li>Case</li> <li>Talking to parents</li> </ul>	<ul style="list-style-type: none"> <li>Business rationale</li> <li>Innovation champion</li> <li>Executive decision</li> </ul>
<b>Getting Serious</b>	
<b>Stage II: DEVELOPMENT</b>	
	<b>ACTION PLAN</b>
<ul style="list-style-type: none"> <li>Joint action plan</li> </ul>	<ul style="list-style-type: none"> <li>Implementation strategy</li> <li>Project team ready</li> <li>Necessary resources committed and available</li> </ul>
	<b>PROTOTYPE</b>
<ul style="list-style-type: none"> <li>Pilot: Moving together</li> </ul>	<ul style="list-style-type: none"> <li>Technical feasibility</li> <li>User test done</li> <li>Constructive user feedback available</li> </ul>
	<b>MARKETS, CUSTOMER, USER</b>
<ul style="list-style-type: none"> <li>Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Target market confirmed</li> <li>Target market acceptance tested</li> <li>Customer readiness explored</li> </ul>
<b>Reaching sustainability</b>	
<b>Stage III: IMPLEMENTATION</b>	
<b>LAUNCH</b>	<b>LAUNCH</b>
<ul style="list-style-type: none"> <li>Marriage</li> </ul>	<ul style="list-style-type: none"> <li>Market test</li> <li>Marketing plan</li> <li>Market launch &amp; Market expansion</li> </ul>
	<b>SUSTAINABLE DEVELOPMENT</b>
<ul style="list-style-type: none"> <li>Family</li> <li>Kids</li> </ul>	<ul style="list-style-type: none"> <li>Anchoring in the markets Value creation achieved</li> <li>Sustainable business</li> </ul>
	<b>GROWTH &amp; TRANSFORMATION</b>
<ul style="list-style-type: none"> <li>Partnership</li> </ul>	<ul style="list-style-type: none"> <li>Scaling and growth</li> <li>Continuous improvement and adaptation</li> <li>Globalization</li> <li>Necessary transformation</li> </ul>

Spokojnie kochanie.  
Mogę wszystko wyjaśnić!



# OPPORTUNITIES FOR INNOVATION

**Level 1 - Incremental innovation:** Improving what we do and what already exists, e.g. products, services, experiences, processes, way of work etc.

- **BPO applications** and smart outsourcing for BPO
- **Improving existing** Polish products, services and solutions **for export**
- **Smartsourcing** an innovative strategy, which leverages the competencies of service providers in order to achieve a significant increase in total innovative capacity

# OPPORTUNITIES FOR INNOVATION

**Level 2 - Classic innovation:** Creation of something new, e.g. new solutions, new products, new services, new companies e.g. start-ups

- **Developing applications** for mobile internet; automation of knowledge work; internet of things; cloud; advanced robotics; energy storage; 3-D printing; clean tech. e.g. development of the digital innovation ecosystem
- Leveraging **Polish scientific discoveries**; e.g. applications for blue laser; graphene
- **Logistics.** Poland is supposed to become Europe's main logistics hub by 2020
- **Agro-and Food-Industry.** The need for organic food s growing worldwide.
- **Life Quality and Life Quality Technology.**
- **Clean technology**
- **Social Innovation** for business and education
- **Reverse innovation** is innovation likely to be used first, in the developing world before spreading to the industrialized world.



Ja jestem twoim  
digitalnym mistrzem

# OPPORTUNITIES FOR INNOVATION

**Level 3 - Advanced innovation:** New forms of change and development for the creation of new values, e.g. projects across existing industries, cross-disciplinary projects

- **Smart specialisation**
- **Cooperation with foreign companies** based on EU funding
- **Smart Venturing:** custom made innovation with high probability for success, converging smart companies, smart money and smart talents
- Leveraging **new and disruptive technologies**
- **Connectivate:** always available ('space singularity'): anytime and anywhere. Leveraging confluence of technological and analytical breakthroughs.
- **Swarmeeconomics:** leveraging 3 D printing for local production
- **Quantumtech:** We are at the beginning of a new era in the application of Quantum Physics, which is going to be dominated by subtle effects.
- **Sharing economy** is a socio-economic ecosystem built around the sharing of human and physical resources
- **Future Education**

Konferencja

Innowacja Odkryj, Sfinalizuj, Przeprowadź

Warszawa, 15 stycznia 2015r

Miejsce: Hotel COURTYARD Marriott, Warszawa ul. Żwirki i Wigury 1

**Mario Raich: “Masz wybór: innowacja lub stagnacja”**

<http://briantracy.pl/innowacje.html>



**Nigdy nie poddawaj się zbyt wcześnie!!!**



