

Rule 3: Start with a clean sheet of paper

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Innovation in business

- General factors:
 - Experience
 - ✓ Efficient tool for old business
 - Customer relationship
 - ✓ Vital in business
 - ✓ Status-quo

Specific factors

- Rational factors:
 - ✓ Innovators dilemma-current success
 - ✓ Existing products and customers
- Investment justification in innovation:
 - ✓ Brand extension
 - ✓ Incremental improvement

Specific factors

- Irrational factors:
 - Priority
 - Budget
 - Resources
 - Bonuses
- Both factors may deter innovation

Solution

- Cleansheet of paper
 - ✓ Invent the future : Trends and Looming inventions
 - ✓ Project organizations into the future.

- Best Examples:

- ✓ Apple's ipad – Alan Kay

- ✓ MIT

- ✓ Walgreen

- To the contrary: Microsoft

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- CLEAN SHEET OF PAPER?