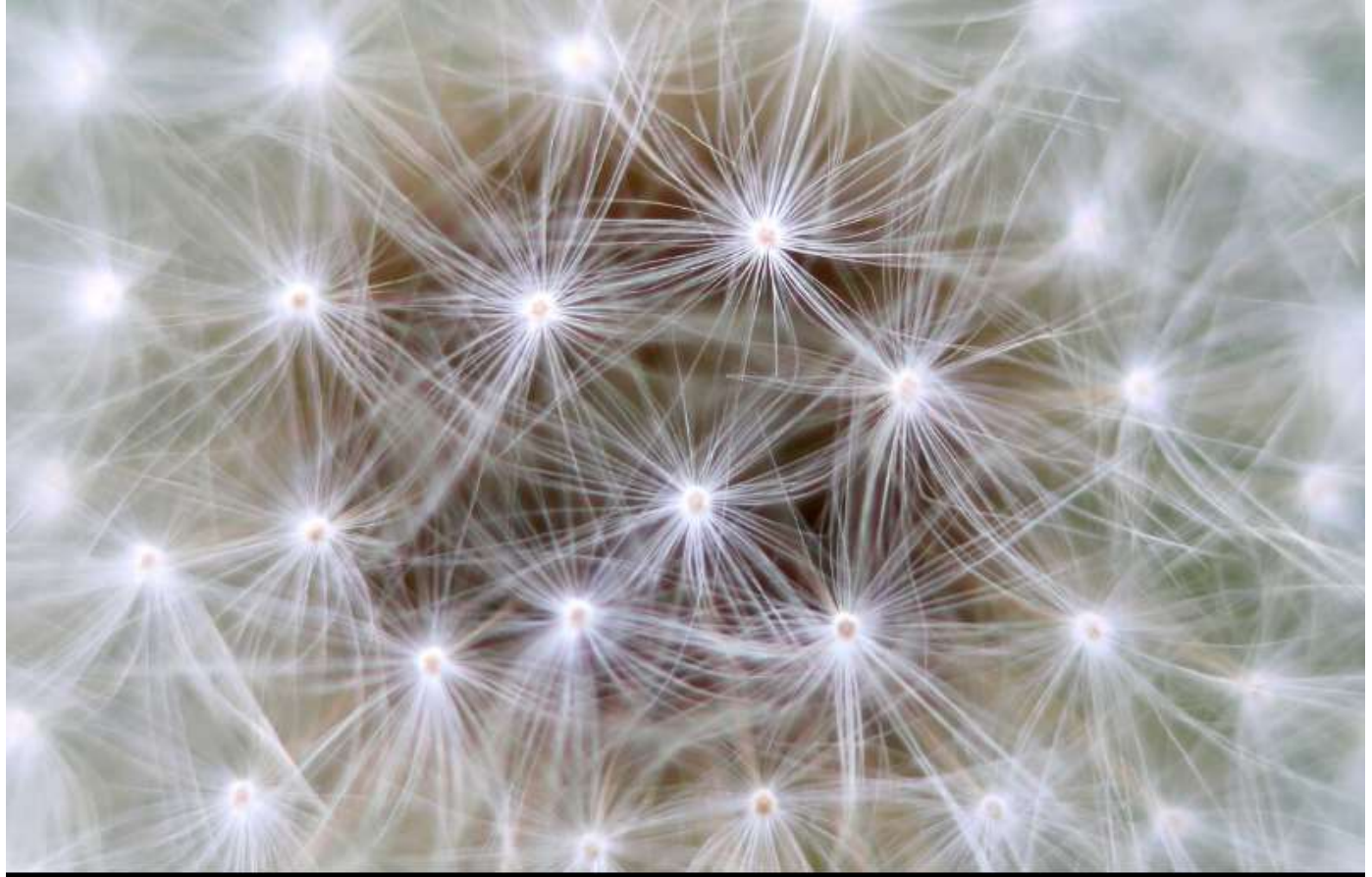
ADVANT Edge

NICOLE CASANOVA

CEO, Connection Catalyst &
Next-Level Innovator

Casanova Ventures



CONNECTION BUILDS INNOVATION

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BOULDER INNOVATES

- HOME OF STARTUP WEEK (75 CITIES), STARTUP WEEKEND (150 COUNTRIES)
- 15 ACCELERATORS – HOME OF TECHSTARS (49 IN CITIES, AIR FORCE, WESTERN UNION)
- LARGE BIOTECH AND AEROSPACE SECTORS
- HUB OF OUTDOOR AND NATURAL FOOD INDUSTRIES
- 17 FEDERAL LABS
- A MAJOR UNIVERSITY, CU BOULDER
- 40 AD AGENCIES + DEV SHOPS
- 20 CO-WORKING SPACES

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BOULDER WINS

- Boulder has won Happiest, Healthiest, Smartest, Fittest, Foodiest, and consistently Best Place to Live
- Highest high tech startup density of any metro area in US - Kauffman Foundation '13
- Highest ratio of patents applied for per capita - US Brookings Institution 07-11
- INC Named us America's Start-Up Capital and America's Startup City
- Boulder Magazine chose me as one of 2018's top 10 women entrepreneurs:)

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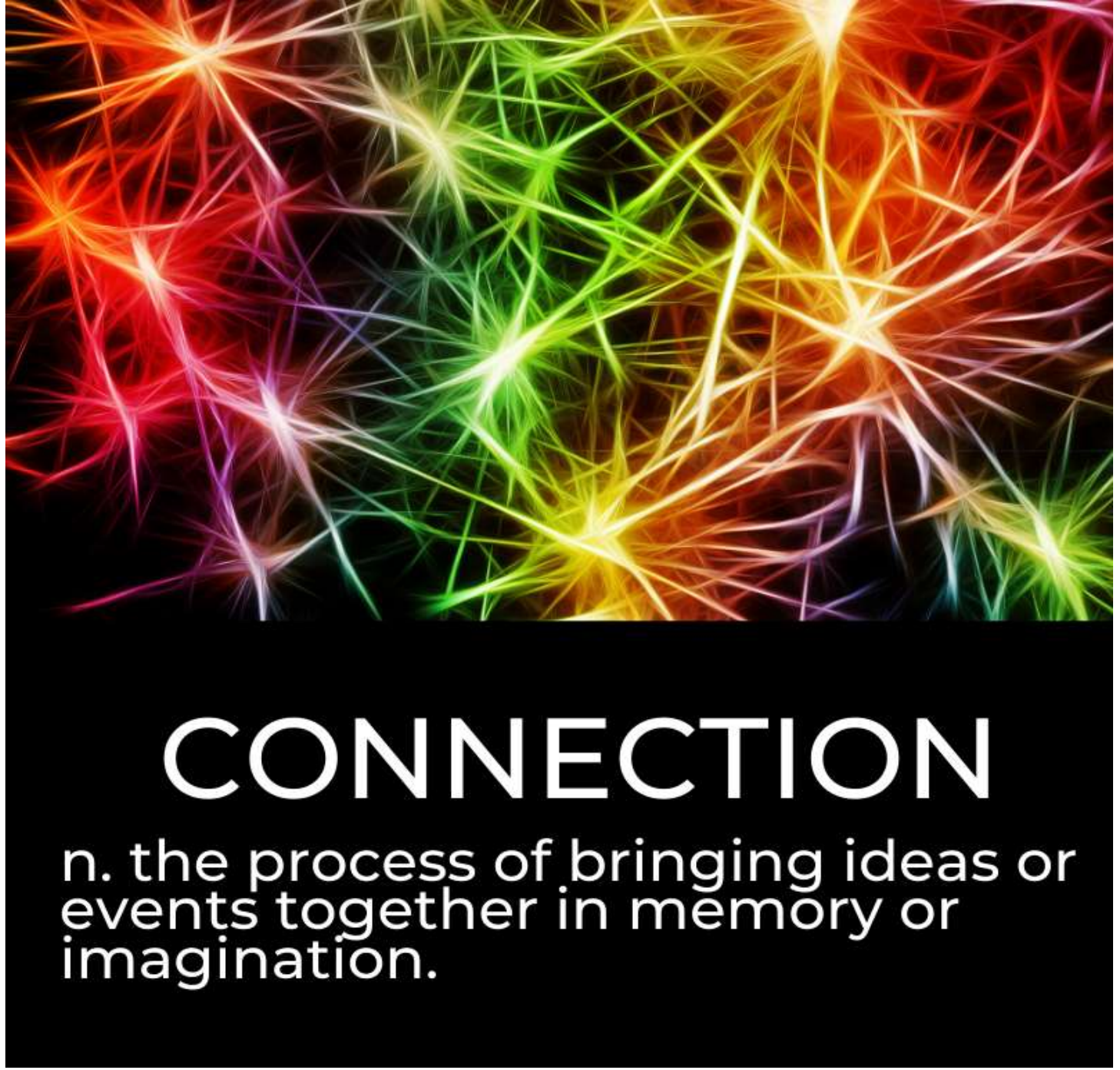
CONNECTION
n. the process of bringing ideas or events together in memory or imagination.

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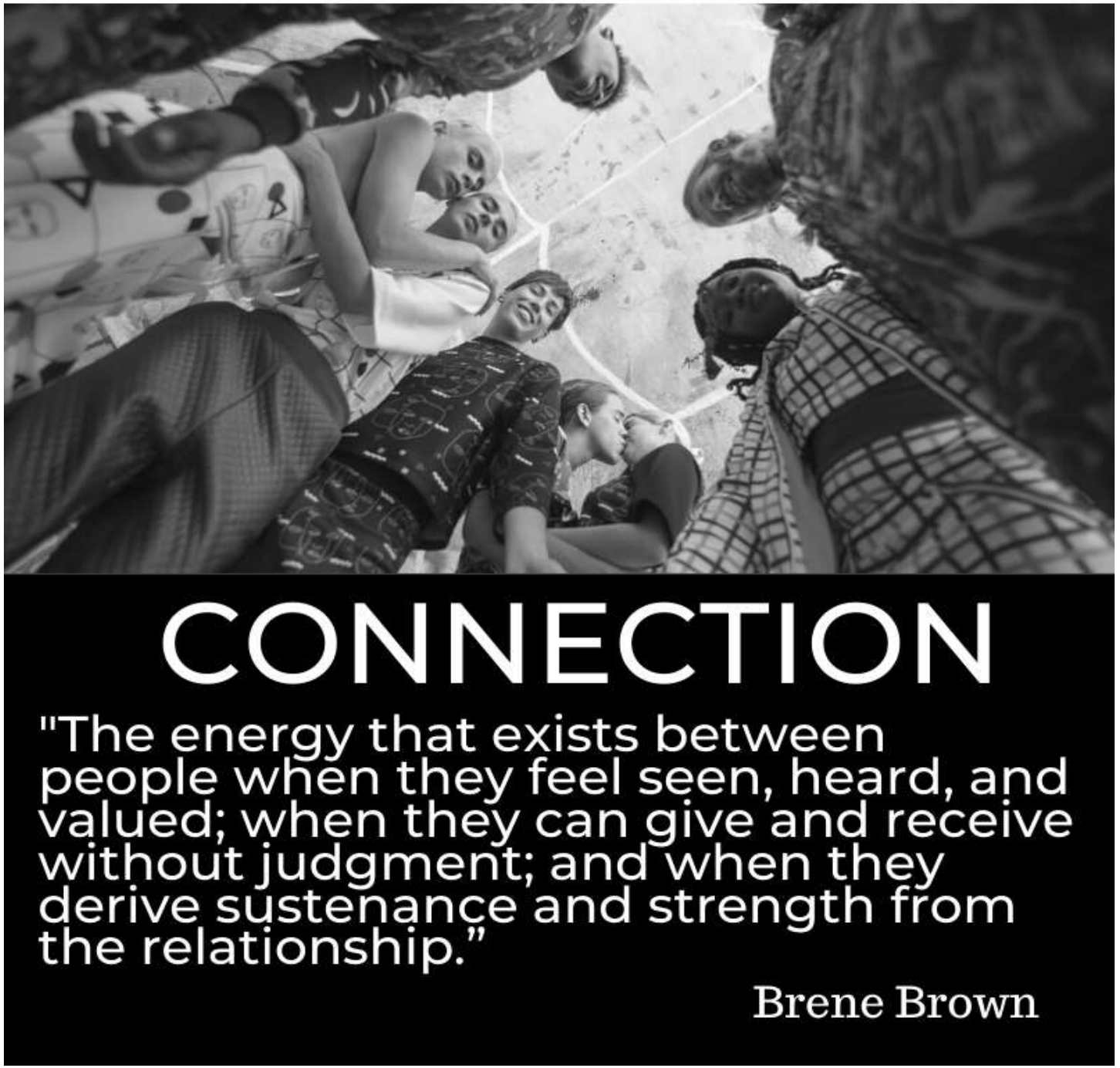
CONNECTION
"The energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship."
Brene Brown

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CHOOSE YOUR IDENTITY

- ENTREPRENEUR + FOUNDER
- COMMUNITY ORGANIZER
- AD AND SAAS EXECUTIVE
- STARTUP ADVISOR + MENTOR
- GAME DESIGNER
- TECH EVANGELIST
- VC DEAL FLOW SCOUT
- EMERGING TECH AGENT
- DEAL MAKER
- SPEAKER
- WRITER
- SELF HELP LEADER + COACH
- ARTIST AND CREATIVE
- DANCER
- COOK
- ATHLETE
- WIFE
- EVENT PRODUCER & HOST
- BEHAVIOR CHANGE EXPERT
- MASTERMIND LEADER
- CONNECTION CATALYST
- NEXT LEVEL INNOVATOR
- MEDIA MOGUL
- GLOBAL INFLUENCER
- PROPHET WITH ARROWS IN HER BACK

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"ONE WHO MAKES NO MISTAKES
MAKES NOTHING AT ALL."
GIACOMO CASANOVA

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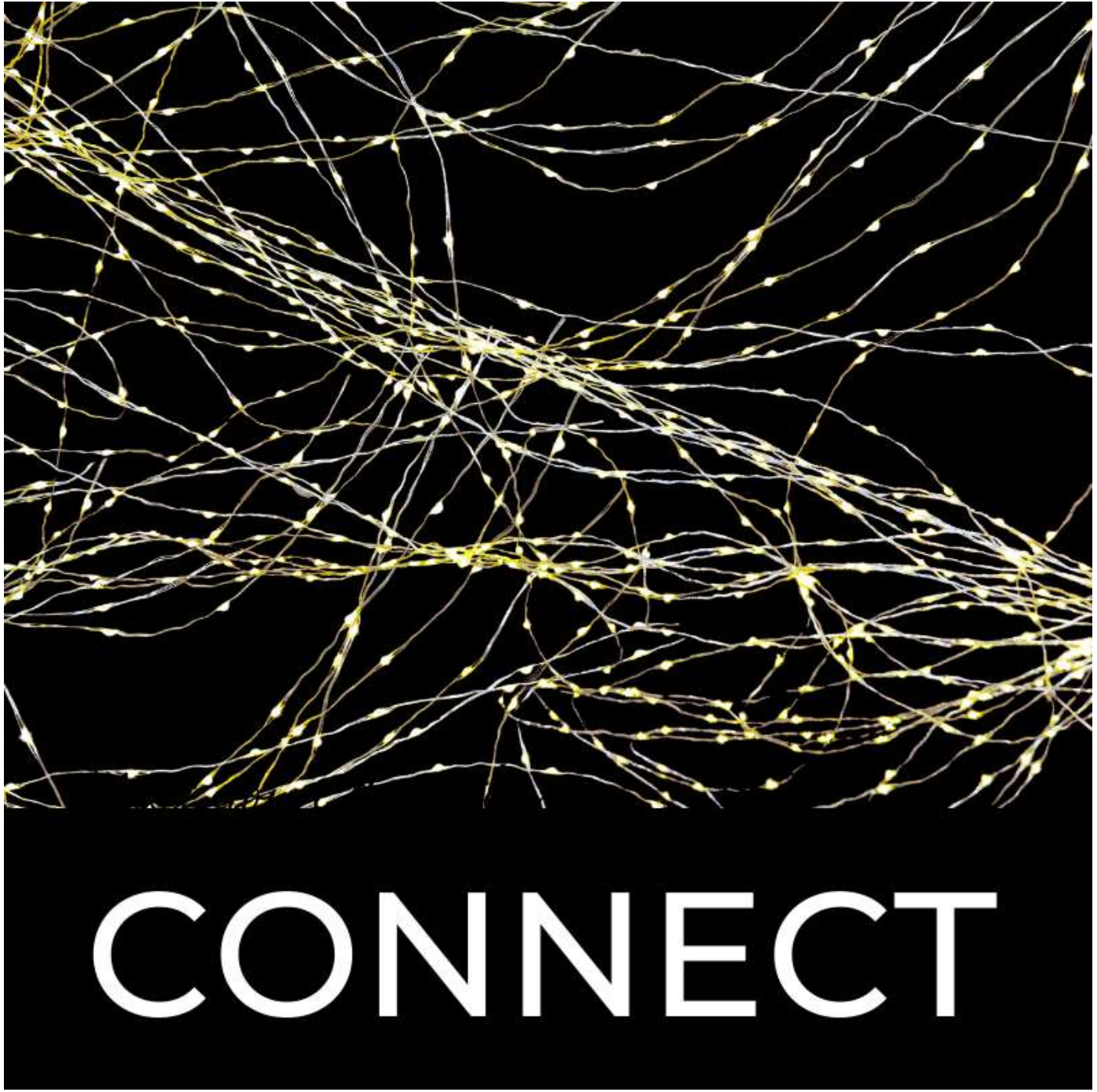

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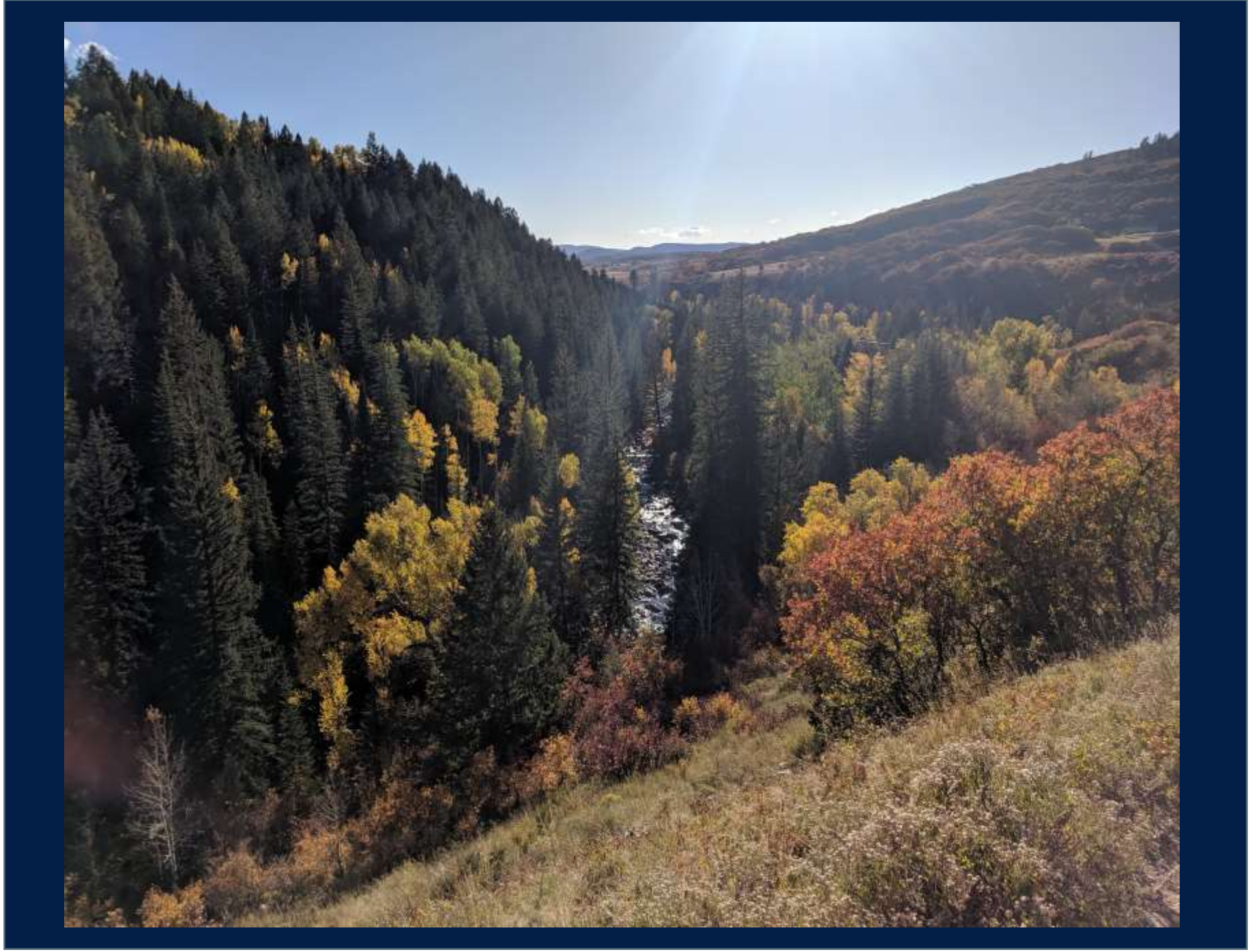

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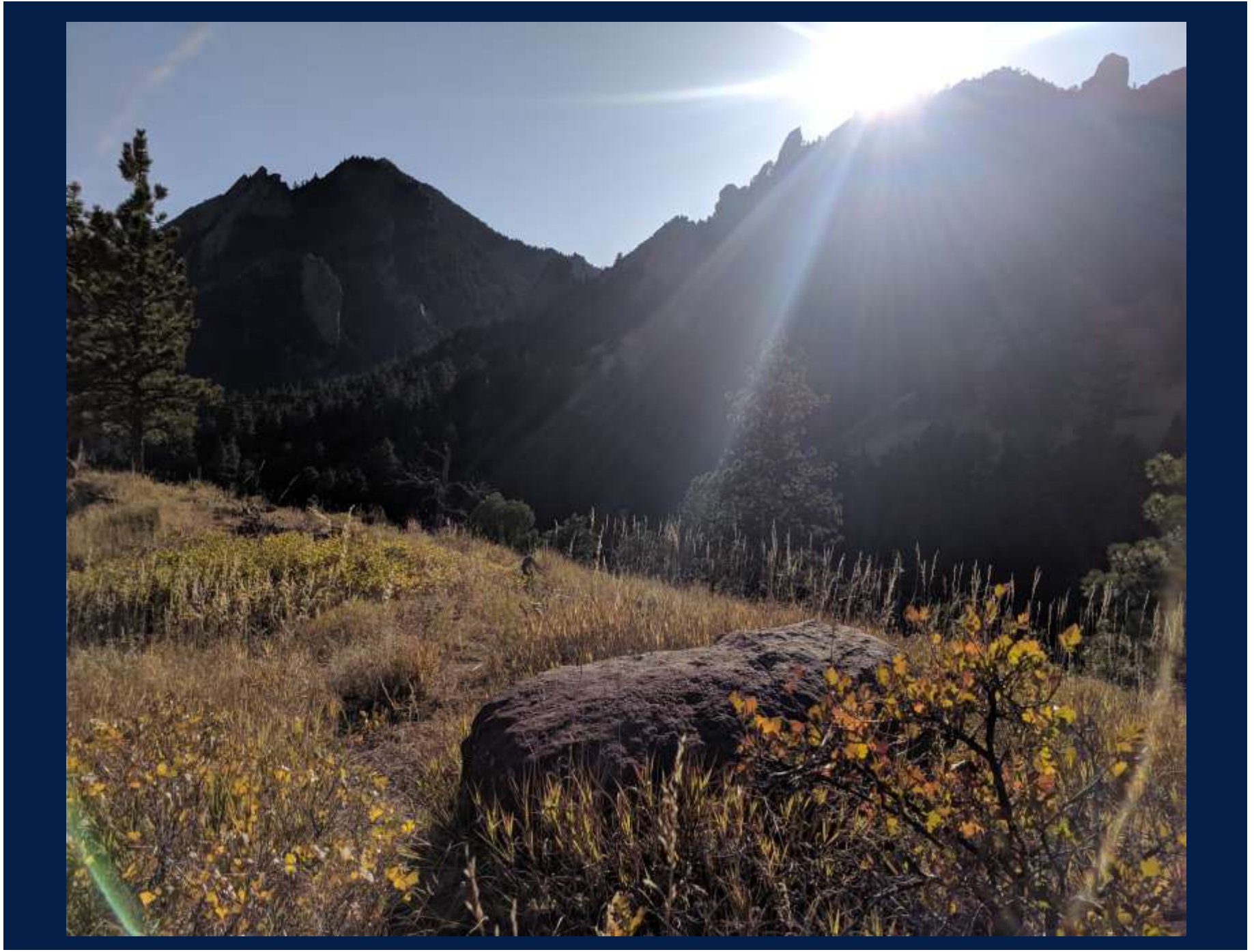

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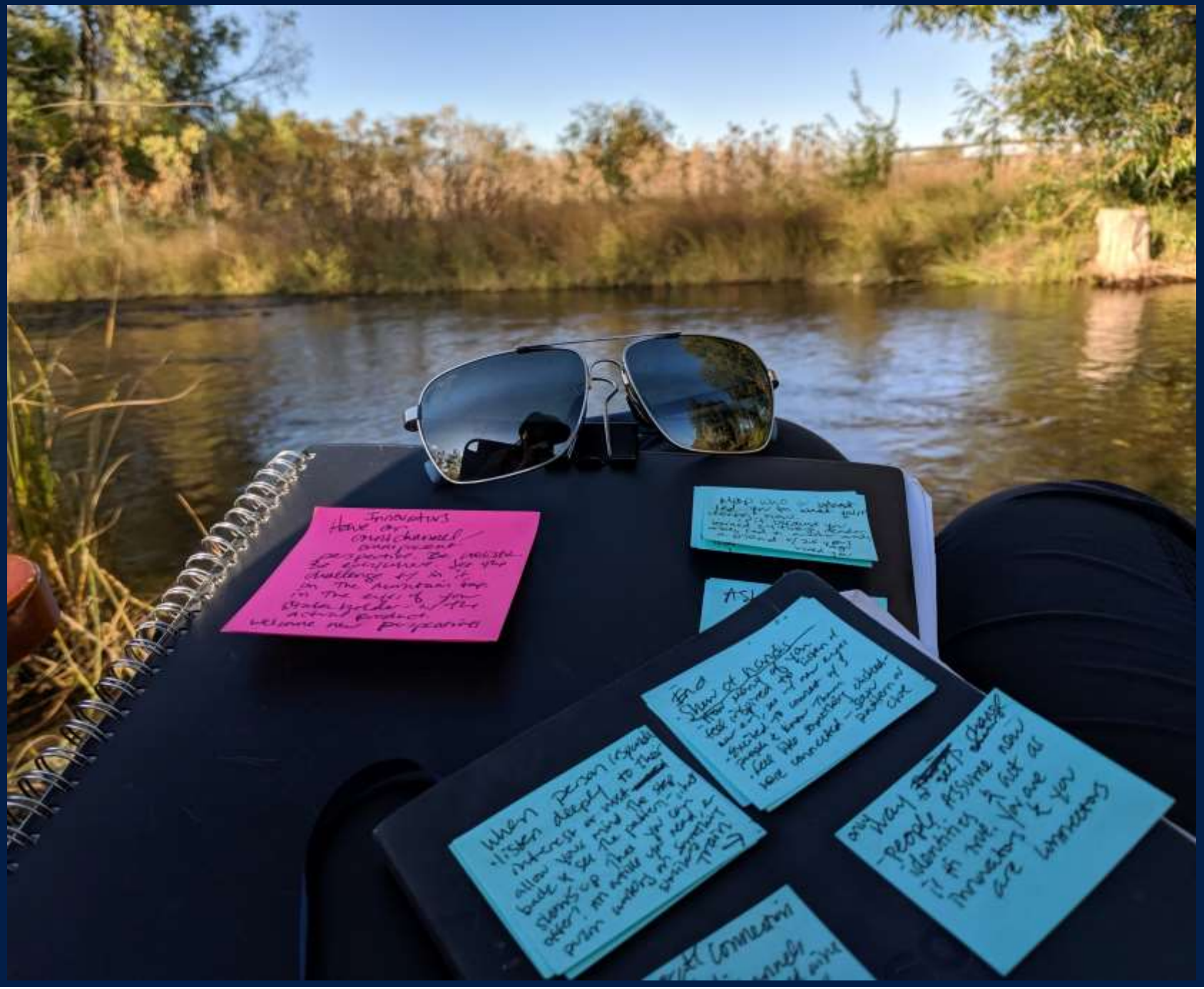
ADVANT Edge



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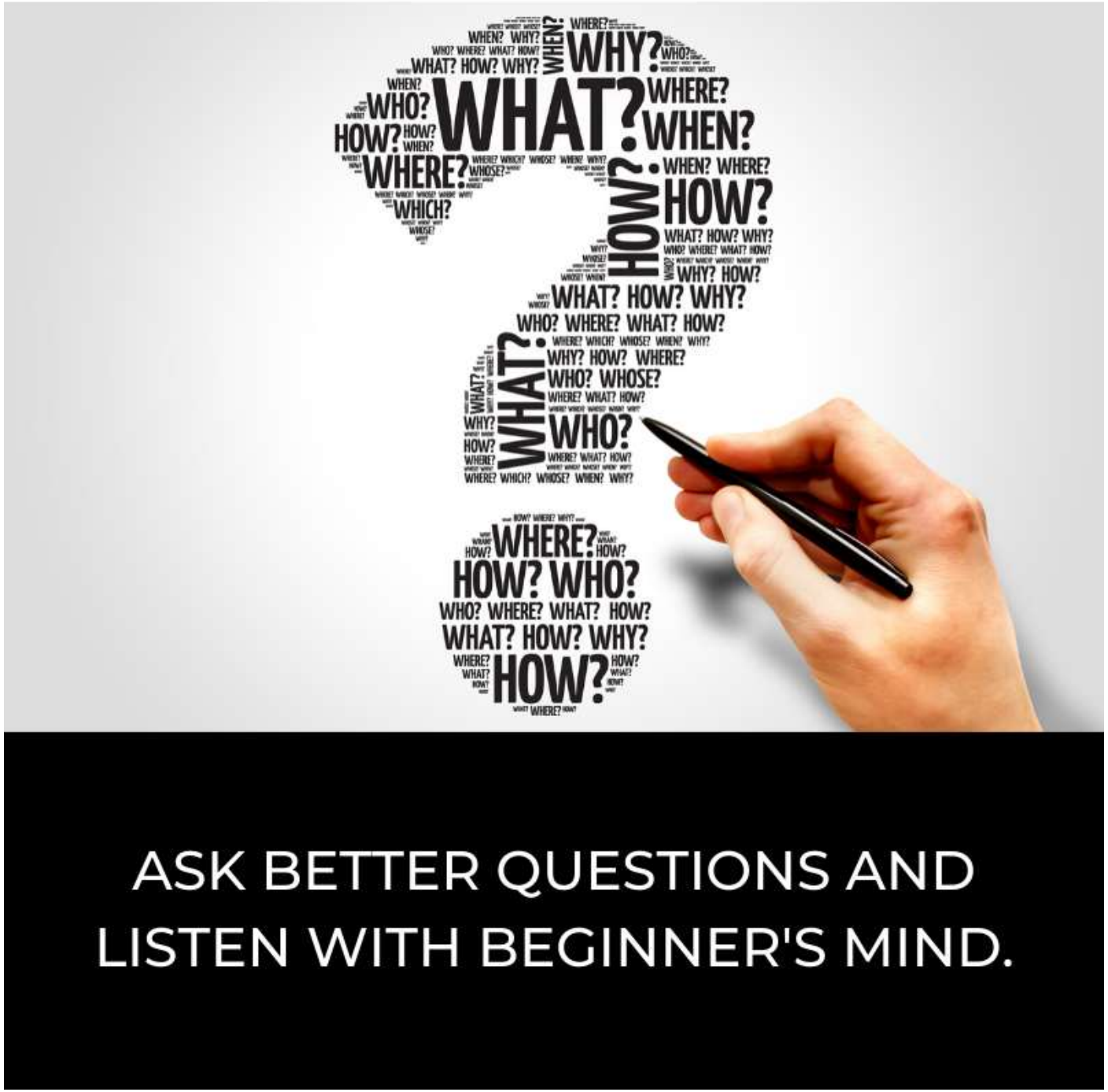

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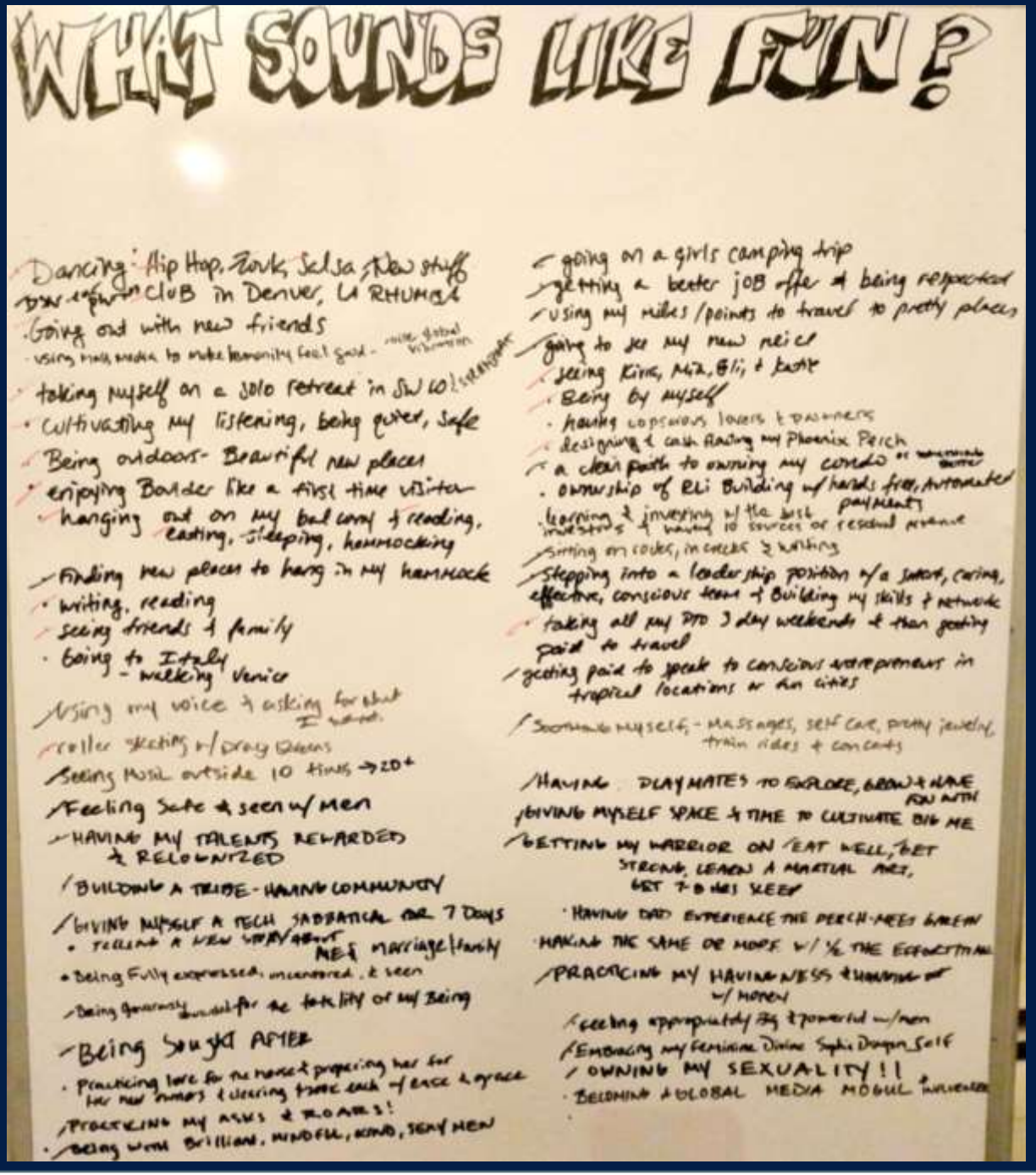
WHAT SOUNDS LIKE FUN?
Dancing: Hip Hop, Zouk, Salsa, New stuff
Club in Denver, LA RHUMBA
Going out with new friends
taking myself on a solo retreat in SW CO
cultivating my listening, being quiet, safe
Being outdoors - Beautiful new places
enjoying Boulder like a first time visitor
hanging out on my balcony & reading, eating, sleeping, hammocking
Finding new places to hang in my hammock
writing, reading
seeing friends & family
Going to Italy - walking Venice
Using my voice & asking for what I want
roller skating w/ Drag Queens
Seeing Musil outside 10 times → 20+
Feeling Safe & seen w/ Men
HAVING MY TALENTS REWARDED & RECOGNIZED
BUILDING A TRIBE - HAVING COMMUNITY
GIVING MYSELF A TECH SABBATICAL FOR 7 Days
Being Fully expressed, uncentered, & seen
Being Sought AFTER
PRACTICING MY ASKS & ROARS!
Being with Brilliant, MINDFUL, KIND, SEXY MEN
going on a girls camping trip
getting a better job offer & being respected
using my miles/points to travel to pretty places
going to see my new neice
seeing Kirk, Mia, Eli, & Katie
Being by myself
having copscious lovers & partners
designing & cash flowing my Phoenix Perch
a clean path to owning my condo
ownership of RLi Building w/ hands free, Automated payments
learning & investing w/ the best investors & having 10 sources of residual revenue
sitting on rocks, in creeks & writing
Stepping into a leadership position w/ a safe, caring, effective, conscious team & Building my skills & network
taking all my PTO 3 day weekends & then getting paid to travel
getting paid to speak to conscious entrepreneurs in tropical locations or fun cities
Soothing myself, - Massages, self care, pretty jewelry, train rides & concerts
HAVING PLAYMATES TO EXPLORE, GROW & HAVE FUN WITH
GIVING MYSELF SPACE & TIME TO CULTIVATE BIG ME
GETTING MY WARRIOR ON EAT WELL, GET STRONG, LEARN A MARTIAL ART, GET 7-8 HRS SLEEP
HAVING DAD EXPERIENCE THE PERCH - MEET GARETH
MAKING THE SAME OR MORE W/ ½ THE EFFORT
PRACTICING MY HAVINGNESS & HANDLING OF w/ MONEY
feeling appropriately Big & powerful w/ men
Embracing my Feminine Divine Sophia Dragon Self
OWNING MY SEXUALITY!!
BECOMING A GLOBAL MEDIA MOGUL

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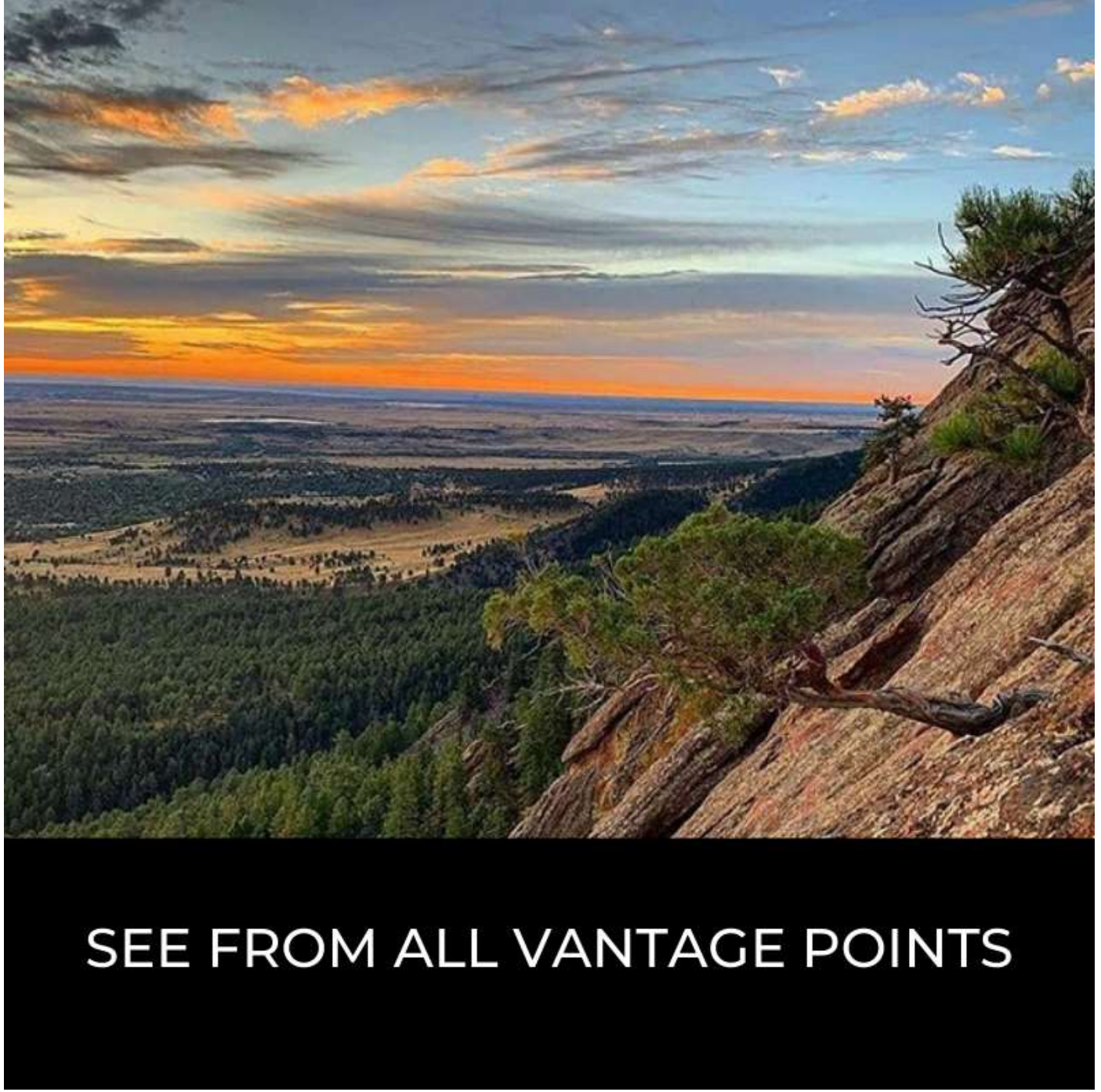

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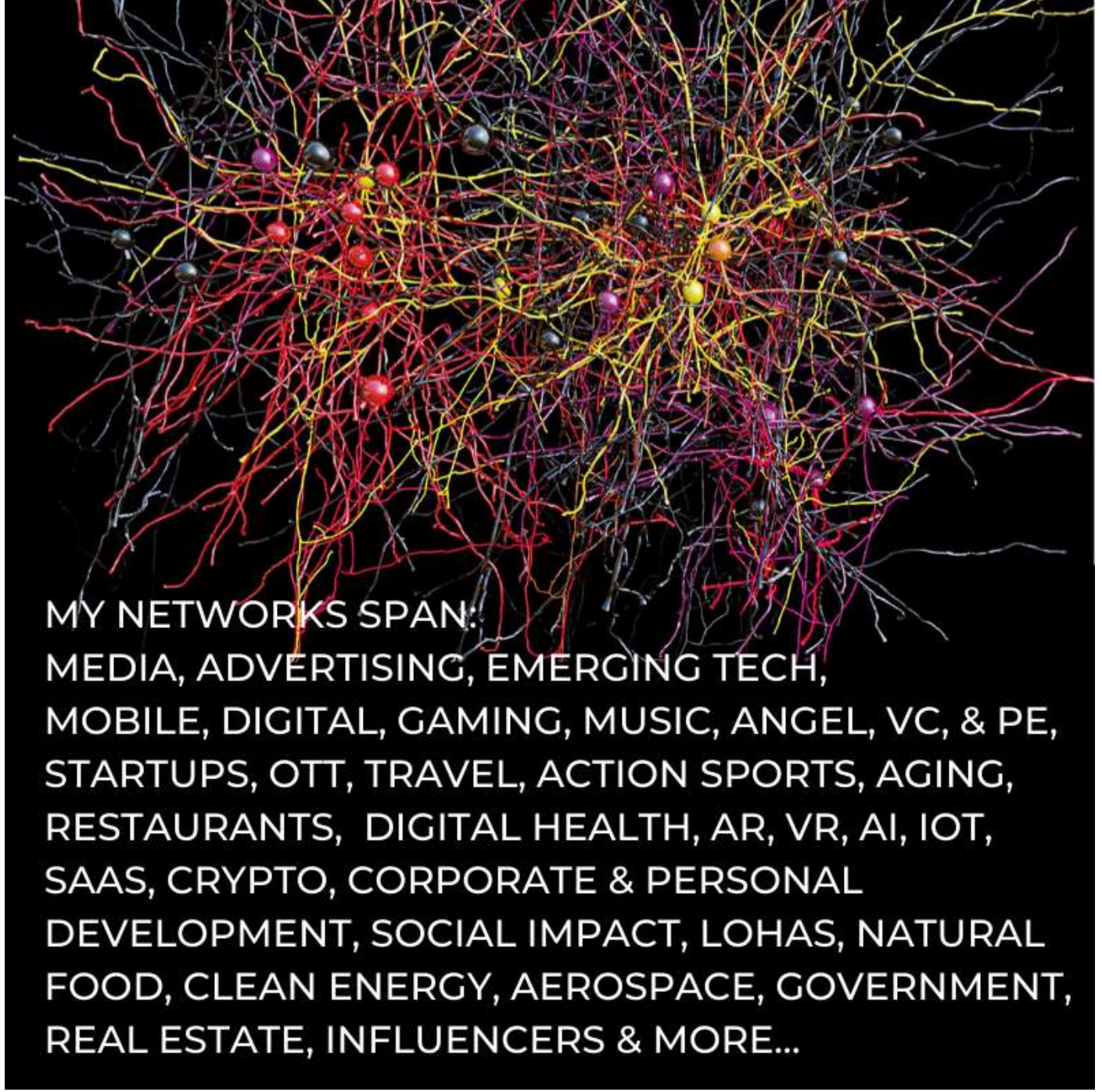
MY NETWORKS SPAN:
MEDIA, ADVERTISING, EMERGING TECH,
MOBILE, DIGITAL, GAMING, MUSIC, ANGEL, VC, & PE,
STARTUPS, OTT, TRAVEL, ACTION SPORTS, AGING,
RESTAURANTS, DIGITAL HEALTH, AR, VR, AI, IOT,
SAAS, CRYPTO, CORPORATE & PERSONAL
DEVELOPMENT, SOCIAL IMPACT, LOHAS, NATURAL
FOOD, CLEAN ENERGY, AEROSPACE, GOVERNMENT,
REAL ESTATE, INFLUENCERS & MORE...

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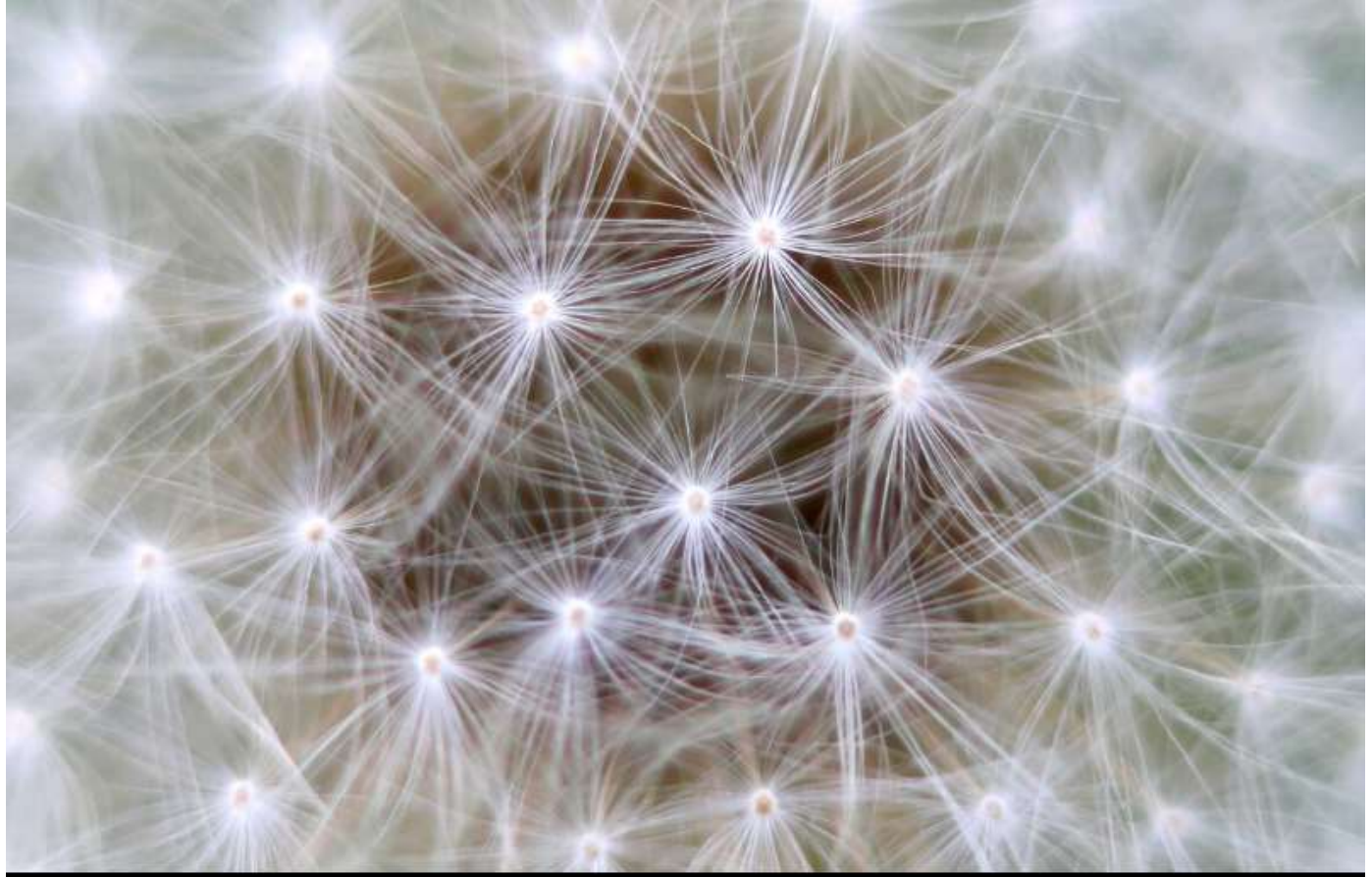
ADVANT Edge



CONNECTION BUILDS INNOVATION

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@nicocasanova

Casanova Ventures

LEADING ON THE **EDGE.**

DANIEL J. **DURAND, M.D.**

Chief Innovation Officer

LIFEBRIDGE HEALTH

CARE BRAVELY

LIFEBRIDGE HEALTH
Innovation and Research Department

BUILDING A **CULTURE OF INNOVATION**

From the Inside Out

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World's R&D engine for healthcare
Care costs too much, outcomes inconsistent

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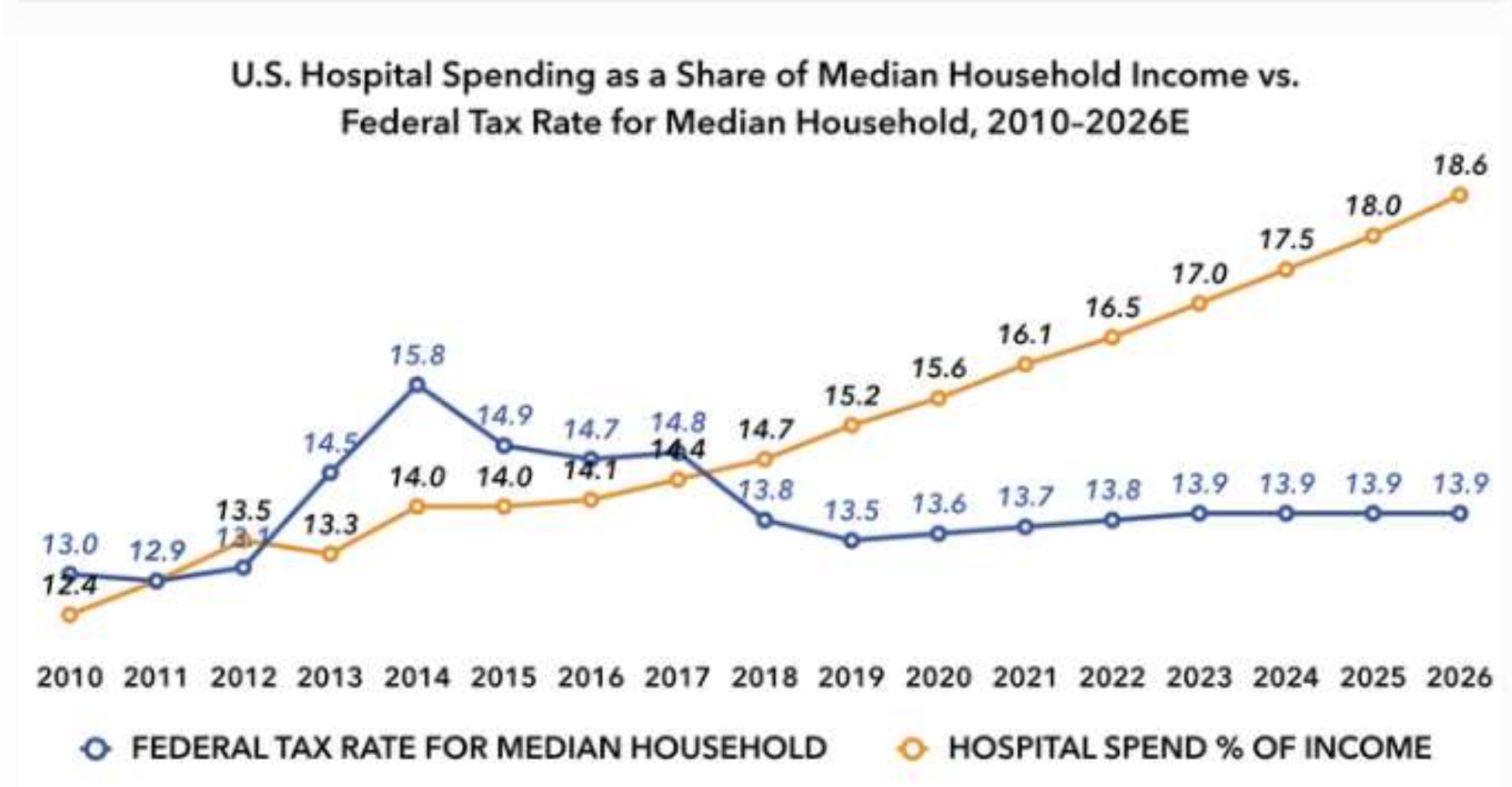
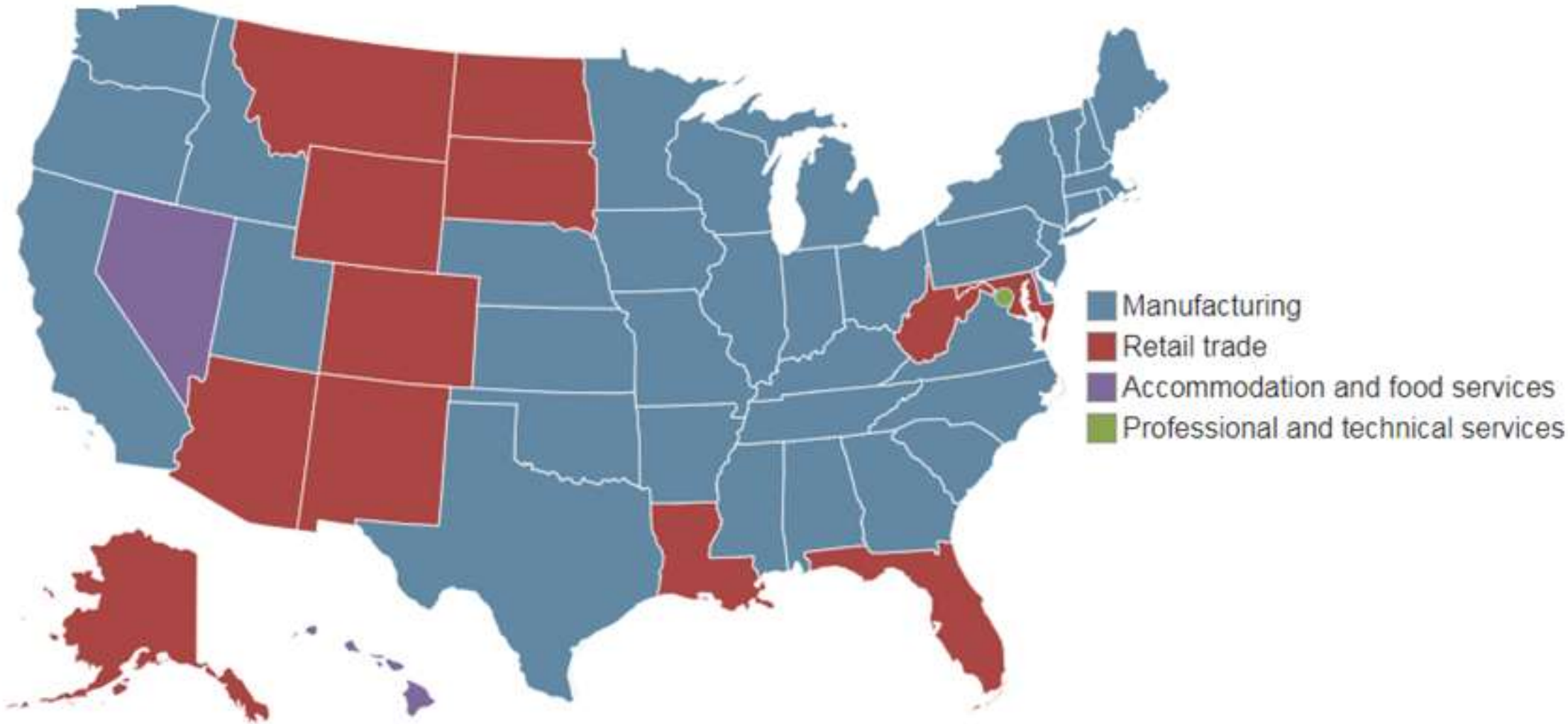
A Decade After the "Affordable" Care Act

The Healthcare Funding Crisis We Knew Would Come is Here



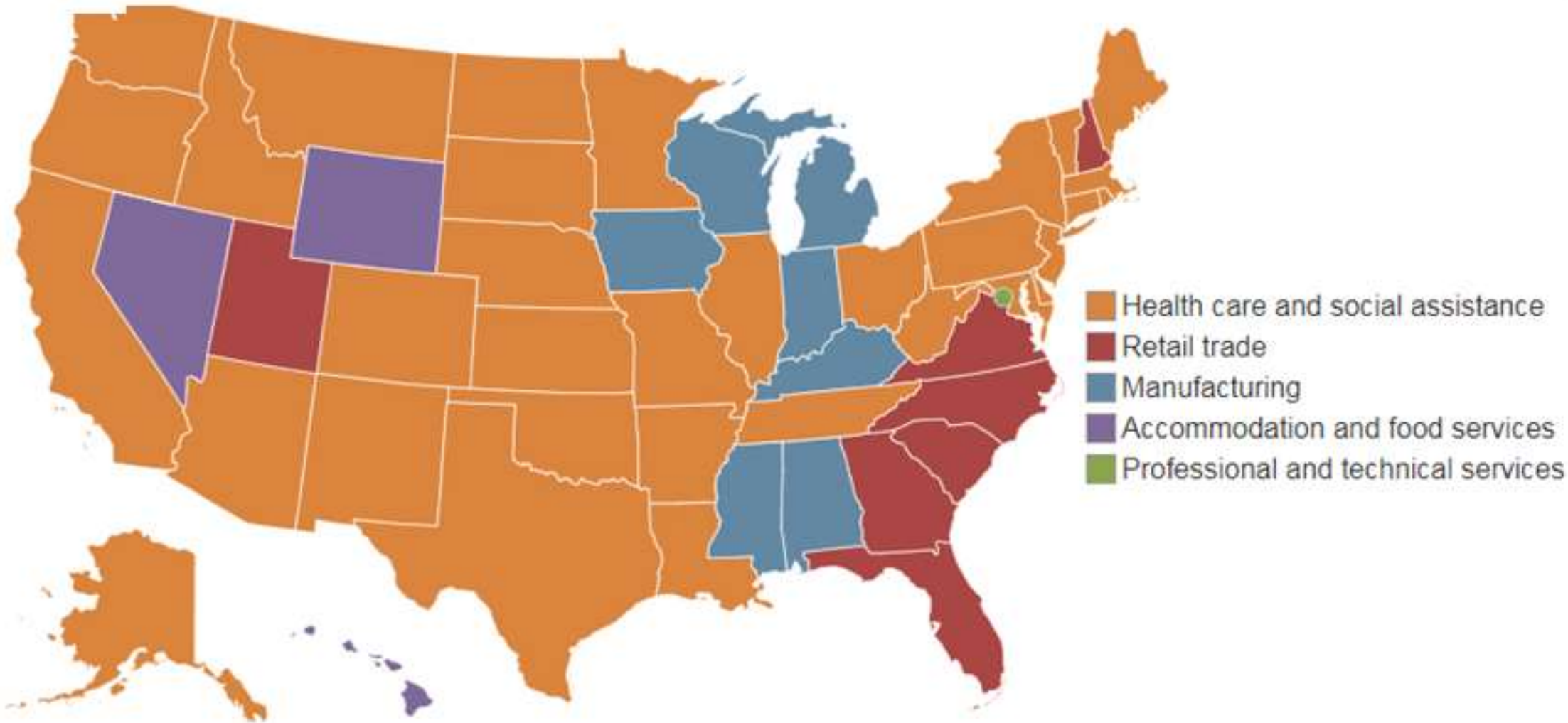
Source: ***Forbes Online***

Major industries with highest employment, by state | 1990



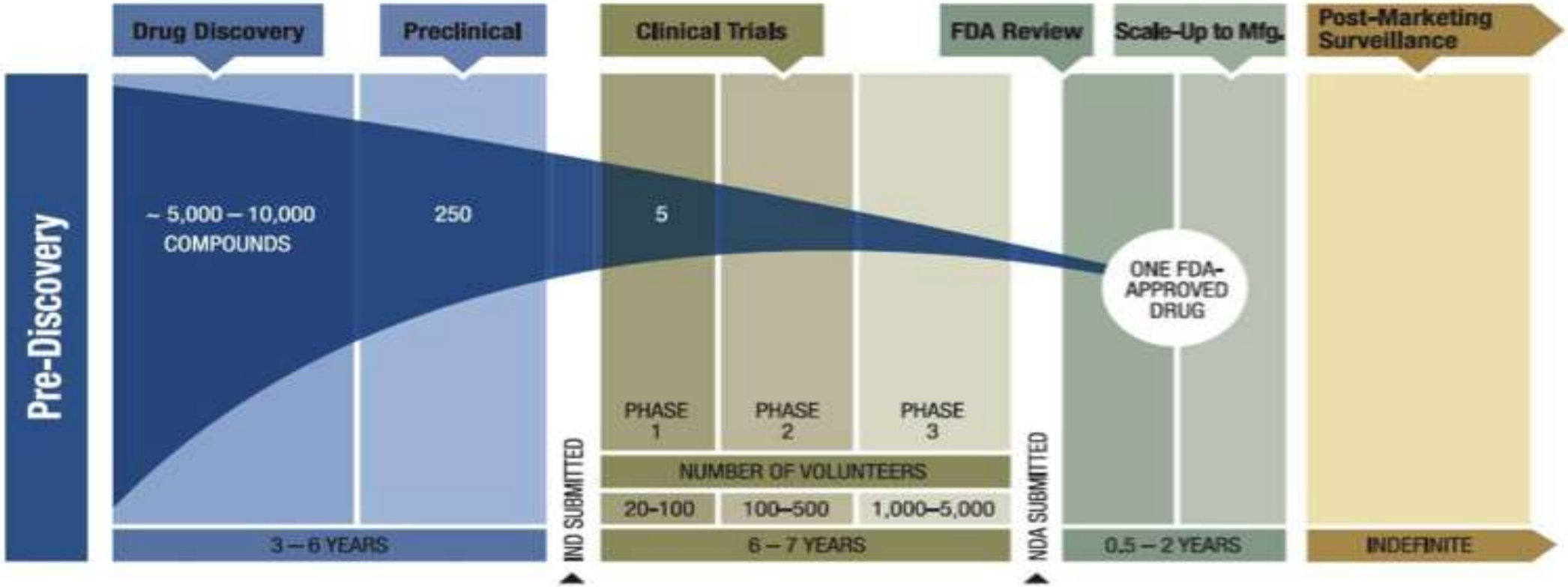
Source: ***Bureau of Labor and Statistics***

Major industries with highest employment, by state | 2015



Source: ***Bureau of Labor and Statistics***

Drug Discovery and Development Timeline



Source: *U.S. Food & Drug Administration*

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2007

2008

2009

2011

2013

2014

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Artificial intelligence

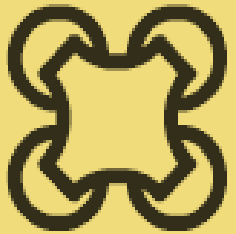
Virtual reality

Augmented reality

3-D printing

Robotics

Internet of things



Drones

Blockchain

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Source: *PWC 8 Essential Technologies*

The majority of healthcare
data has been created
within the last 2 years

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LifeBridge Health

Maryland's Fastest Growing Integrated Delivery Network

LIFEBRIDGE HEALTH

1M	100+	2900+	5	~$2.5B
Patients	Locations	Physicians	Hospitals	Revenue

Healthy Living	Ambulatory Care & Ancillary Services	Urgent Care & Elective Care	Acute Care	Post-Acute Care
SpringWell LifeBridge Health and Fitness	**LBH Physician Enterprise** ***Advanced Radiology*** ***Community Radiology*** ***United West Labs*** ***Nat'l Respiratory Care***	***ExpressCare*** **LBH Hospital OP Surgery** ***Surgicenter of Balimore*** **LBH Physical Therapy** ***Physiotherapy Associates***	***Pulse Ambulance*** **Sinai Hospital** **Northwest Hospital** **Carroll Hospital** **Bon Secours**	**Levindale Hospital** ***Maryland Home Care*** ***Post-Acute Partners*** ***Future Care*** ***Brinton Woods*** ***Seasons Hospice***

LBH Virtual Hospital
Nurses receive
BP+ Vitals Alert

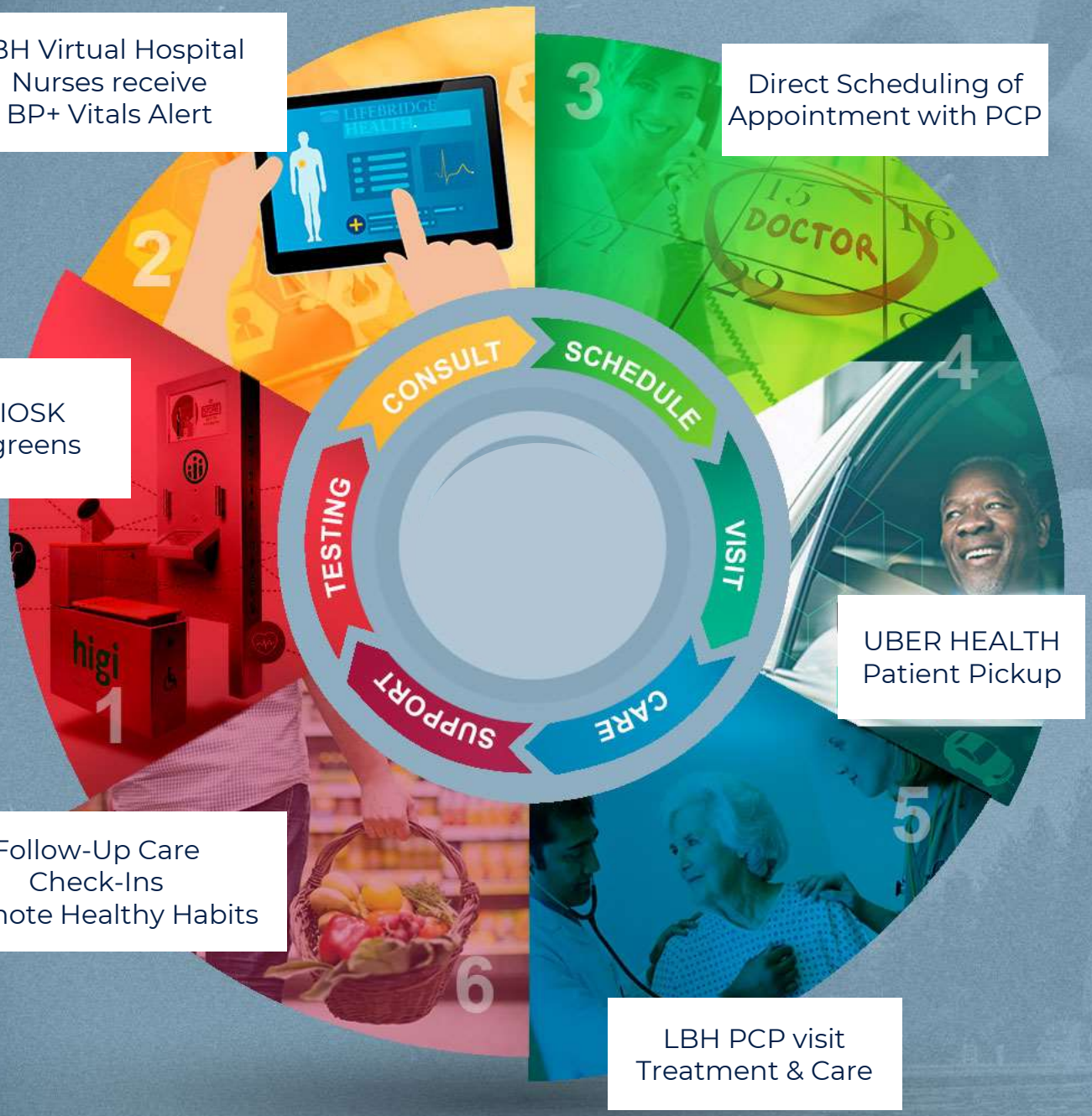
Direct Scheduling of
Appointment with PCP

HIGI KIOSK
At Walgreens

UBER HEALTH
Patient Pickup

Follow-Up Care
Check-Ins
Promote Healthy Habits

LBH PCP visit
Treatment & Care



INNOVATION ACROSS PATIENT JOURNEY

A new level of integrative care

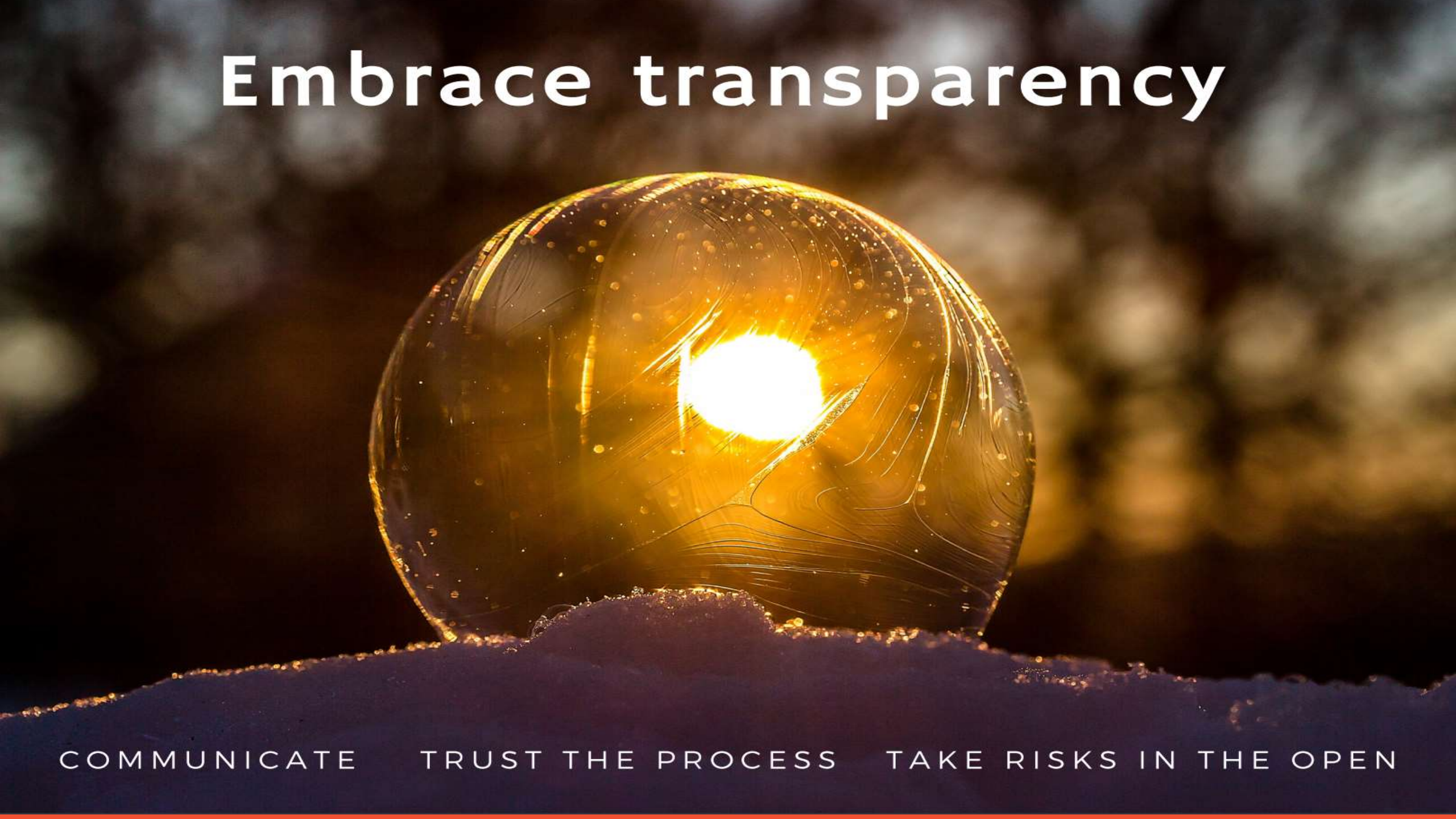
- **Human-Centered Design**
- **Continuity of Care**
- **Improved Access to Care**
- **Reduce Readmissions**
- **Improved Physician Engagement**
- **Improved Patient Engagement**

Start with values

ASK WHY GAIN TRUST EXPLORE MOTIVATIONS

Bias towards action

Embrace transparency



COMMUNICATE TRUST THE PROCESS TAKE RISKS IN THE OPEN

Be positively human
LISTEN ACCEPT ACOUNTABILITY KEEP IT POSITIVE

Walk it like you talk it
WORK HARDER AND SMARTER
FAIL FORWARD

DR. DANIEL **DURAND**

ddurand@lifebridgehealth.org

Daniel J. Durand

LEADING ON THE **EDGE.**

SHELLY
BLAKE-PLOCK

CEO & Founder

Yet Analytics

AI & ANALYTICS **OUTLOOK**

2020 and Beyond

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BACK TO THE FUTURE

a.k.a. “What’s hot in AI?”

KEY AI TRENDS TO WATCH

1. Conversational Search
2. Domain-based AI
3. Chatbots & Agents
4. Speech Recognition
5. Dueling AI

— *Culled from Forbes and Entrepreneur Magazine's 2019 lists*

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HOW TRENDY...

2019 Trends to Watch

1. Conversational Search
2. Domain-based AI
3. Chatbots & Agents
4. Speech Recognition
5. Dueling AI

1979 Key AI Concepts

1. Search
2. Representing Knowledge
3. Natural Language
4. Speech Understanding
5. Automatic Programming

— Handbook of Artificial Intelligence, Stanford Univ

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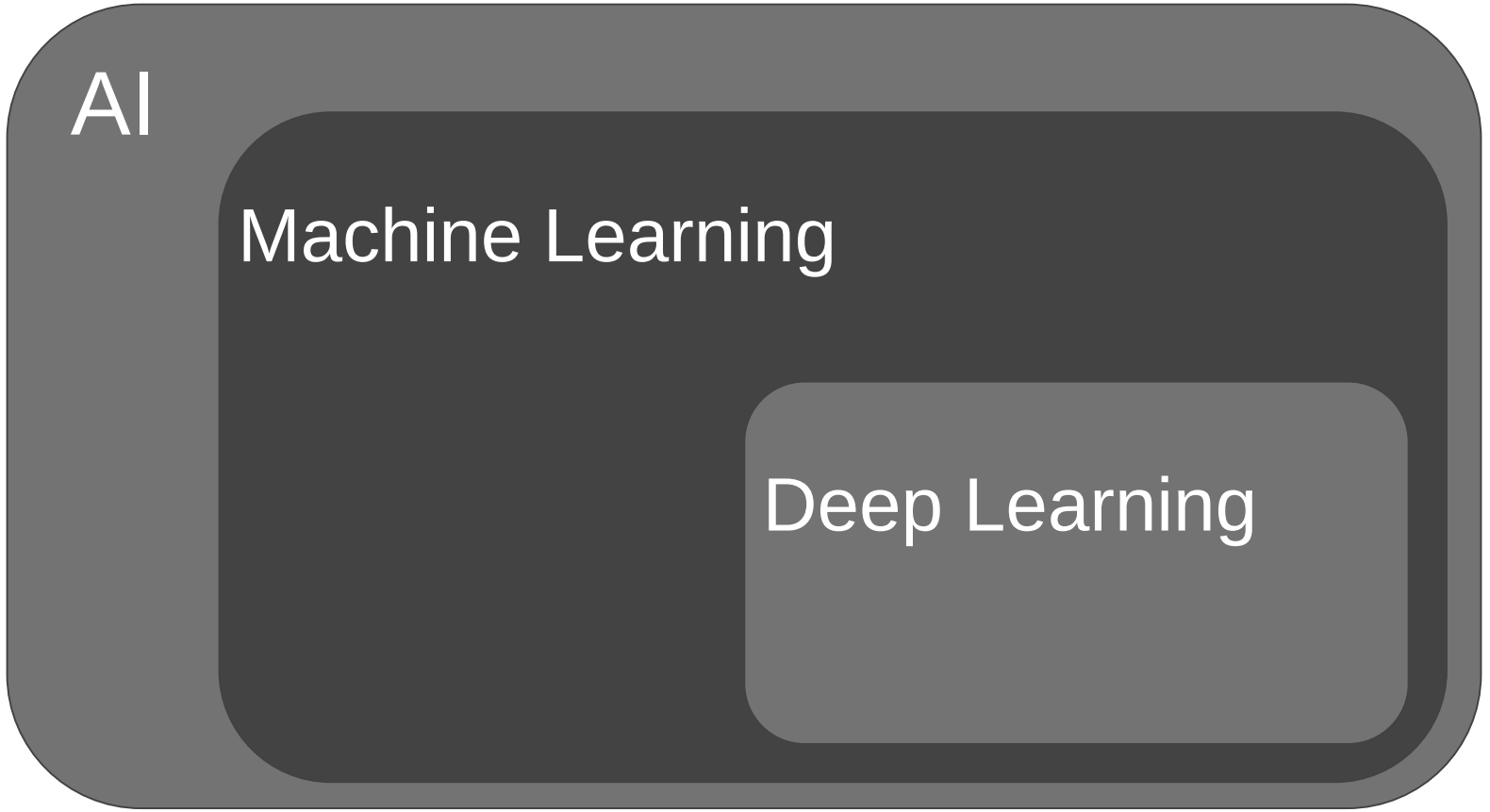
WHAT SHOULD WE BE WATCHING?

Near-term... next 12 months.

#10 – DEEP LEARNING



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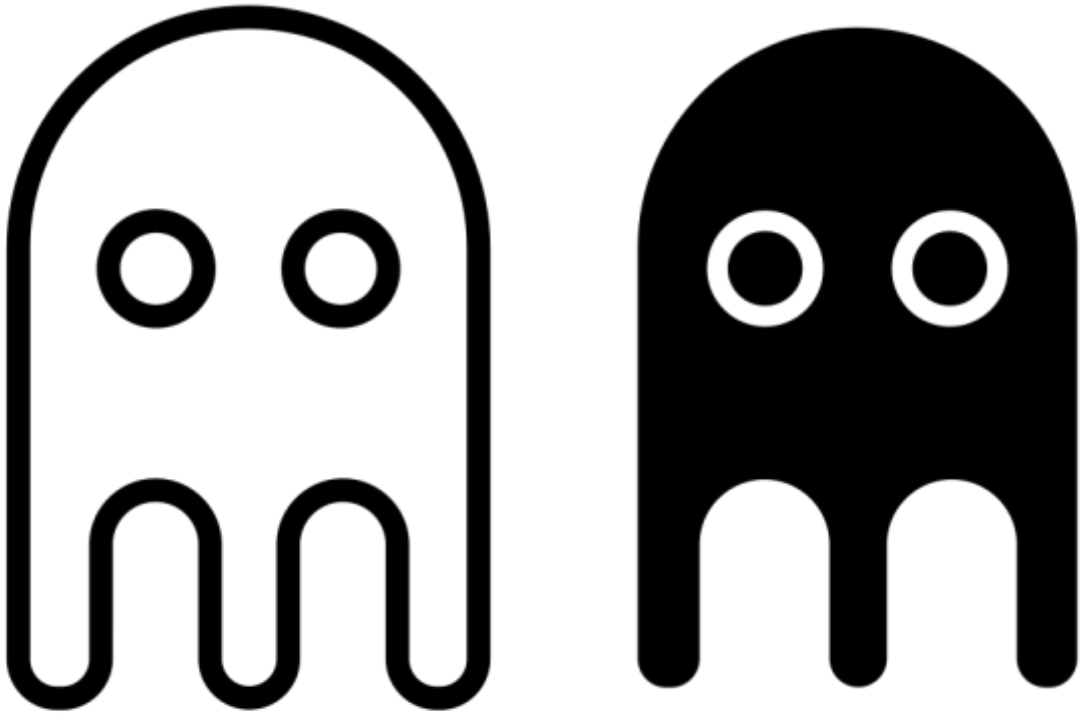
#9 – DATA SIMULATION



Created by Shastry
from Noun Project

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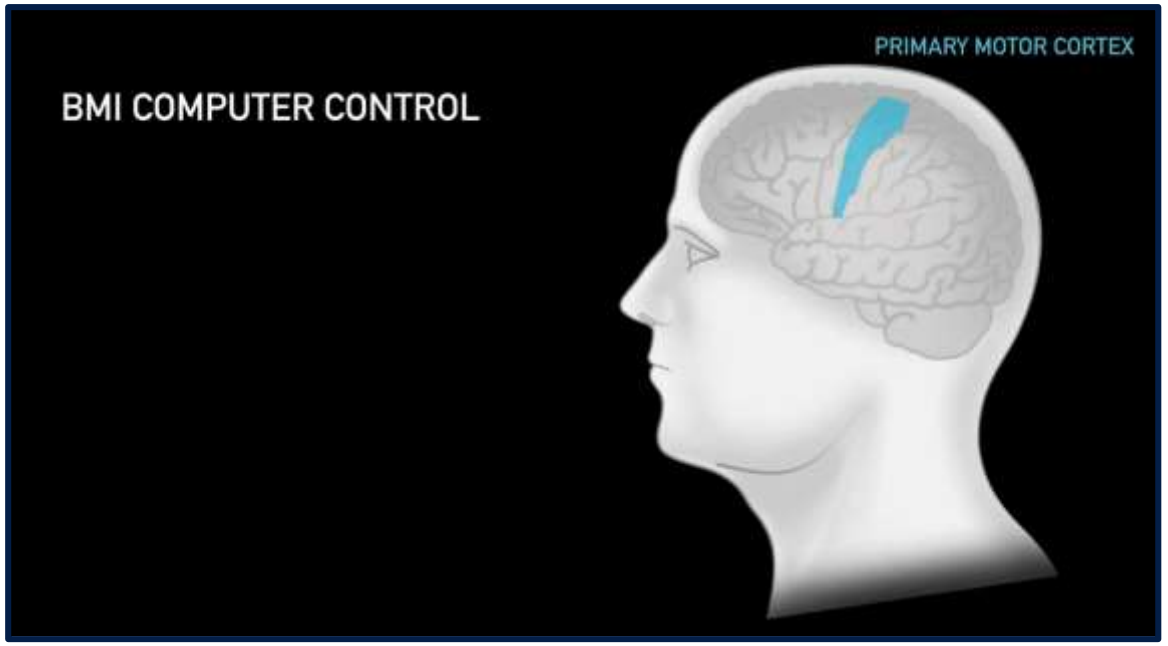
#8 – MERGING AI & PHYSICAL ACTIVITY

Boston Dynamics: ATLAS



Neurallink

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#7 – EXPANSION IN HUMAN EXP TRACKING

```
{
    "id": "12345678-1234-5678-1234-567812345678",
    "actor":{
        "mbox":"mailto:xapi@adlnet.gov"
    },
    "verb":{
        "id":"http://adlnet.gov/expapi/verbs/created",
        "display":{
            "en-US":"created"
        }
    },
    "object":{
        "id":"http://example.adlnet.gov/xapi/example/activity"
    }
}
```

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#6 – Mainstream AI in Corporate IT

McKinsey found that 82% of enterprises adopting machine learning and AI have gained a financial return from their investments.

https://www2.deloitte.com/content/dam/insights/us/articles/4780_State-of-AI-in-the-enterprise/DI_State-of-AI-in-the-enterprise-2nd-ed.pdf

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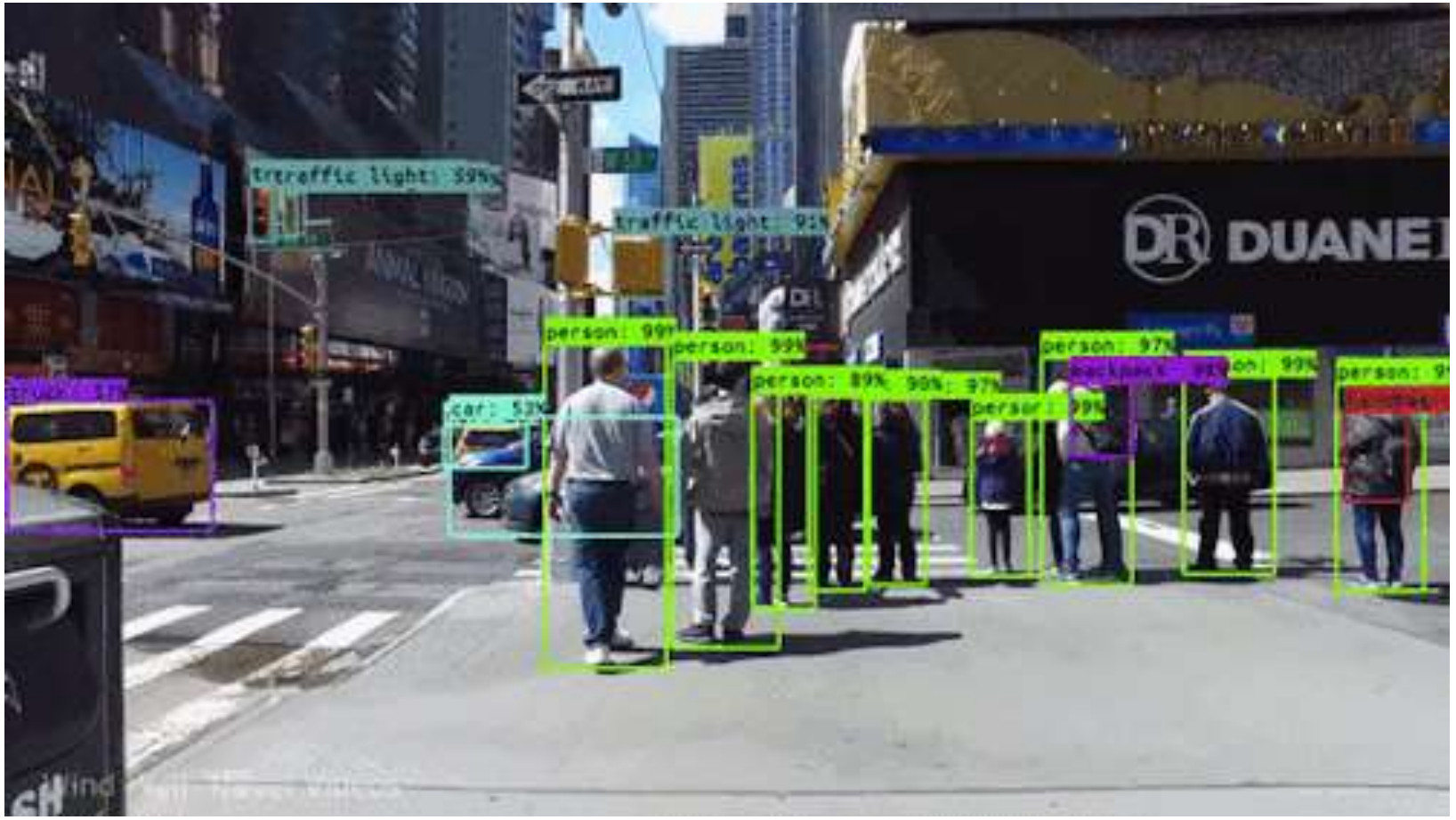
#5 – Computer Vision at Scale



https://towardsdatascience.com/everything-you-ever-wanted-to-know-about-computer-vision-heres-a-look-why-it-s-so-awesome-e8a58dfb641e

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#4 – Decrease in Privacy

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#3 – Disinformation & Deep Fakes

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#2 – Adversarial AI

- 1. Larger volume of attacks against a wider attack cycle.
- 2. New pace and velocity of attacks, which can modify to their environment.
- 3. New varieties of attacks, which were previously impossible when dependent on human interaction.

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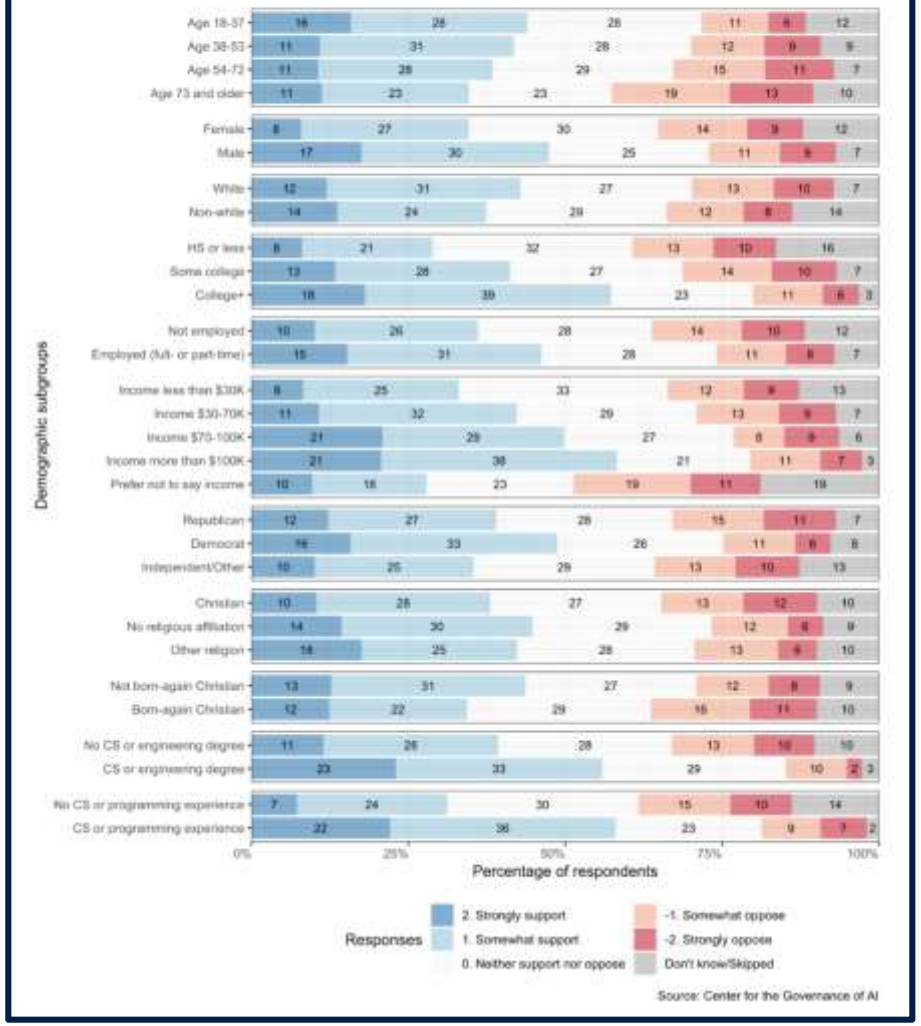
#1 – Public Reaction

2.2 Support for developing AI is greater among those who are wealthy, educated, male, or have experience with technology

We examined support for developing AI by 11 demographic subgroup variables, including age, gender, race, and education. (See Appendix A for descriptions of the demographic subgroups.) We performed a multiple linear regression to predict support for developing AI using all these demographic variables.



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WHAT SHOULD WE BE WATCHING?

Longer-term… next 5-10 years.

#10 – Real-Time Meaning “Real-Time”

Big Data + IoT + AI = ?

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#9 – Weaponized AI

When he was asked halfway through the press conference whether there should be “some sort of limitation” on the application of AI for military purposes, General Shanahan perhaps recognized that this was a fitting occasion to mention that the JAIC will also be hiring an AI ethicist to join its team. “We’re thinking deeply about the safe and lawful use of AI,” he said.

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#8 – AI Medical Devices & Prosthetics

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#7 – AI Will Put People Out of Business

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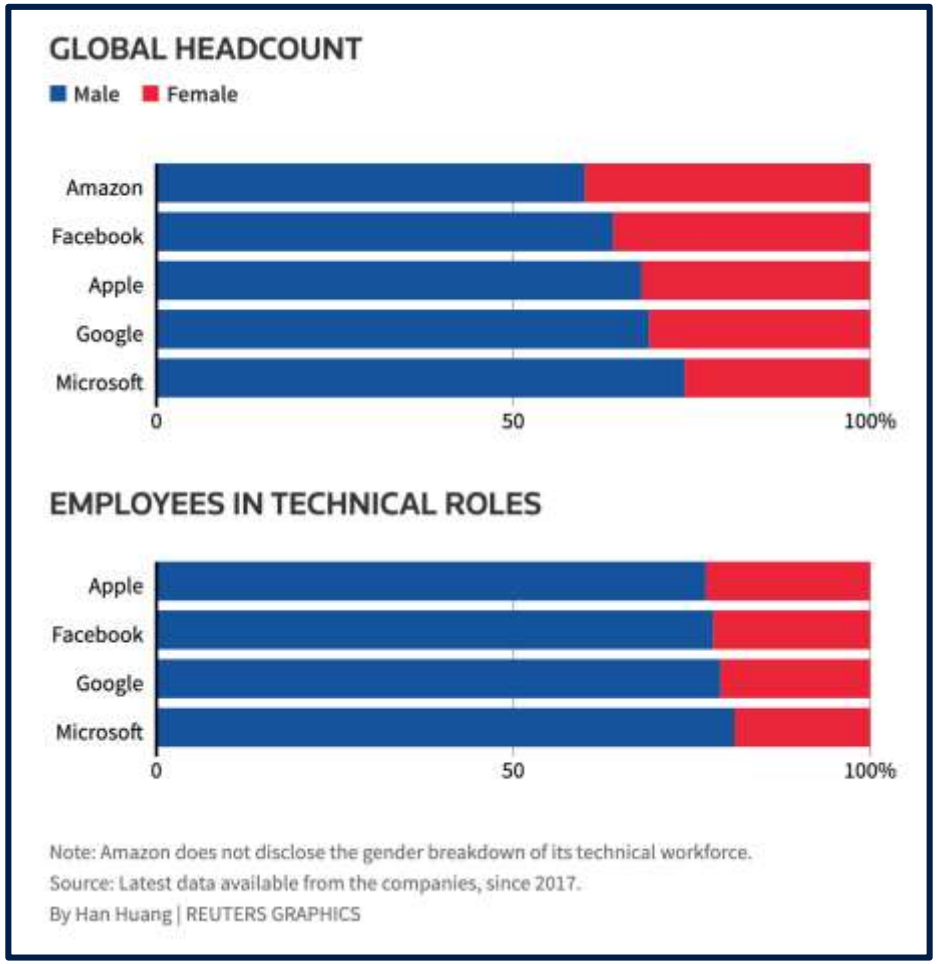
#6 – Addressing Failure (Bias, Black Box)



https://www.reuters.com/article/us-amazon-com-jobs-automation-insight/amazon-scraps-secret-ai-recruiting-tool-that-showed-bias-against-women-idUSKCN1MK08G

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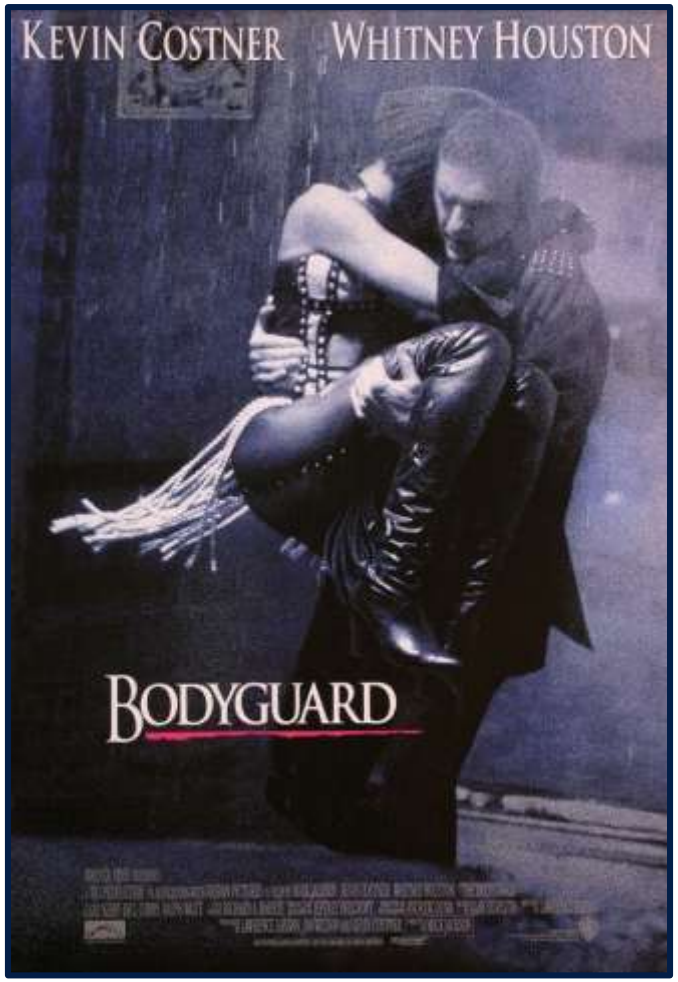
#5 – Combatant AI Agent Bodyguards



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#4 – AI & Energy

https://www.brookings.edu/research/how-artificial-intelligence-will-affect-the-future-of-energy-and-climate/

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#3 – Efficiency… But to What Goal?

AI BOSS

Amazon Used An AI to Automatically Fire Low-Productivity Workers

It's a grim glimpse of a future in which AI is your boss – and you're disposable.

VICTOR TANGERMANN | APRIL 26TH 2019

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#2 – Quantum Computing

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CIO JOURNAL

When Quantum Computing Meets AI: Smarter Digital Assistants and More

Experts predict the technology will fuel AI advances within five years

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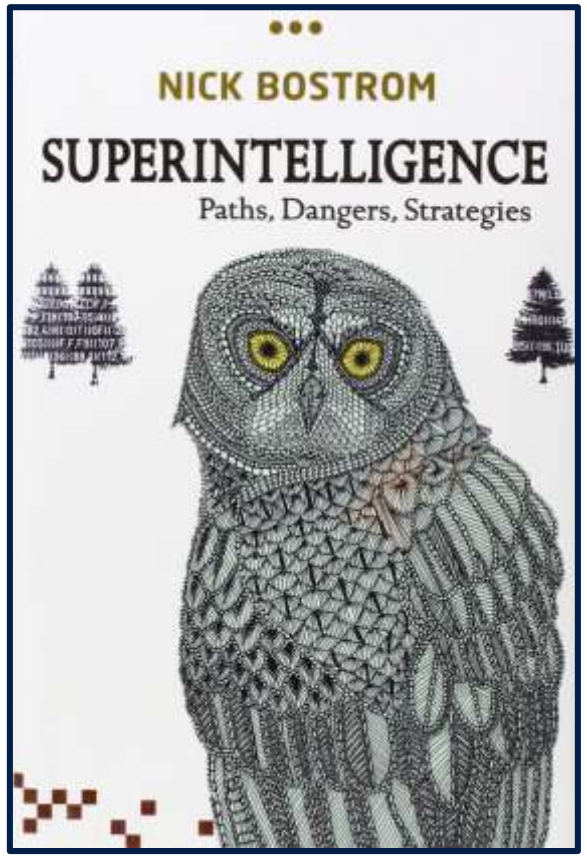
#1 – The Superintelligence Debate



The New York Times

Opinion

We Shouldn't be Scared by 'Superintelligent A.I.'

"Superintelligence" is a flawed concept and shouldn't inform our policy decisions.

By Melanie Mitchell

Dr. Mitchell is a professor of computer science at Portland State University.

Oct. 31, 2019

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AI is not dangerous because it is super intelligent. It is dangerous because it is not intelligent.

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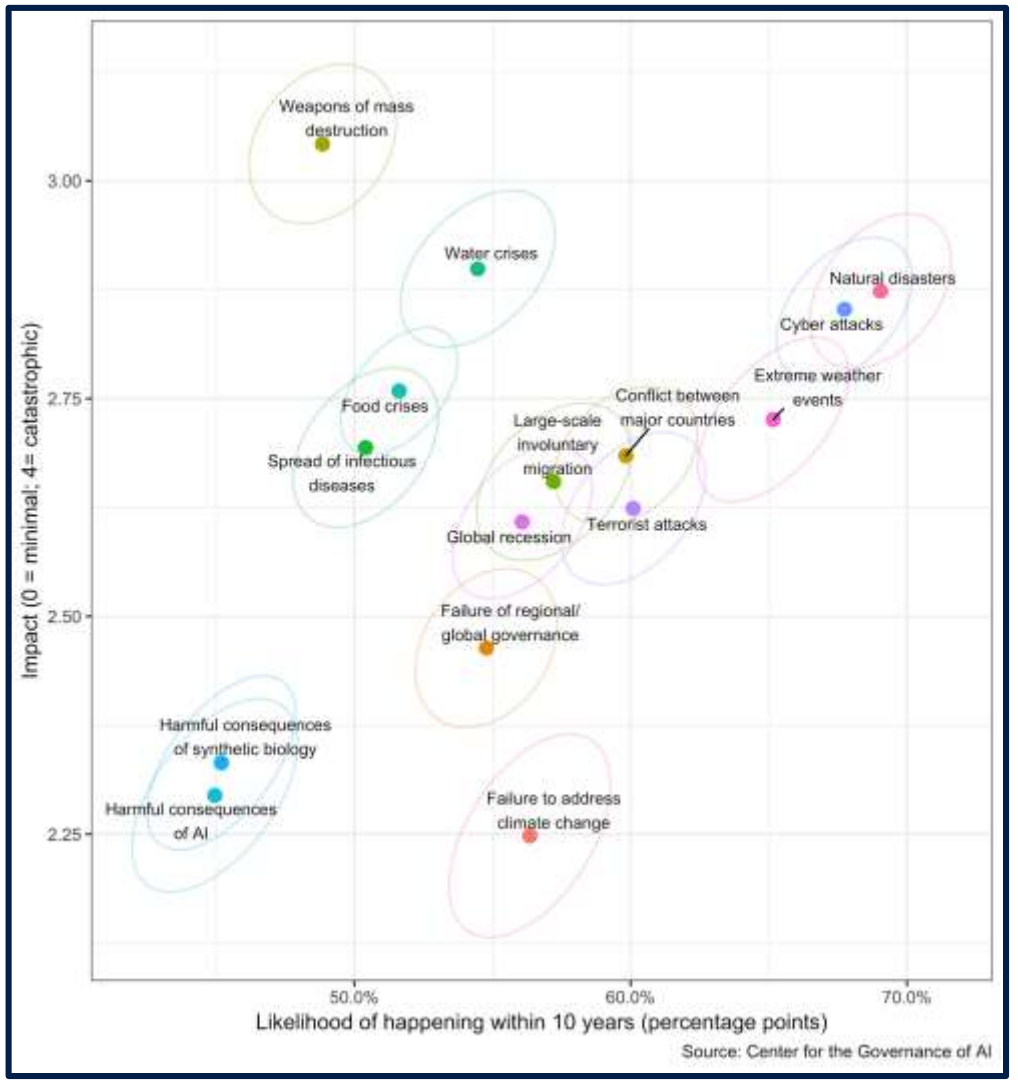
ONE MORE THING...

And it’s a killer feature.

Artificial Intelligence...

is essential to our ability to combat existential threats.



https://governanceai.github.io/US-Public-Opinion-Report-Jan-2019/general-attitudes-toward-ai.html

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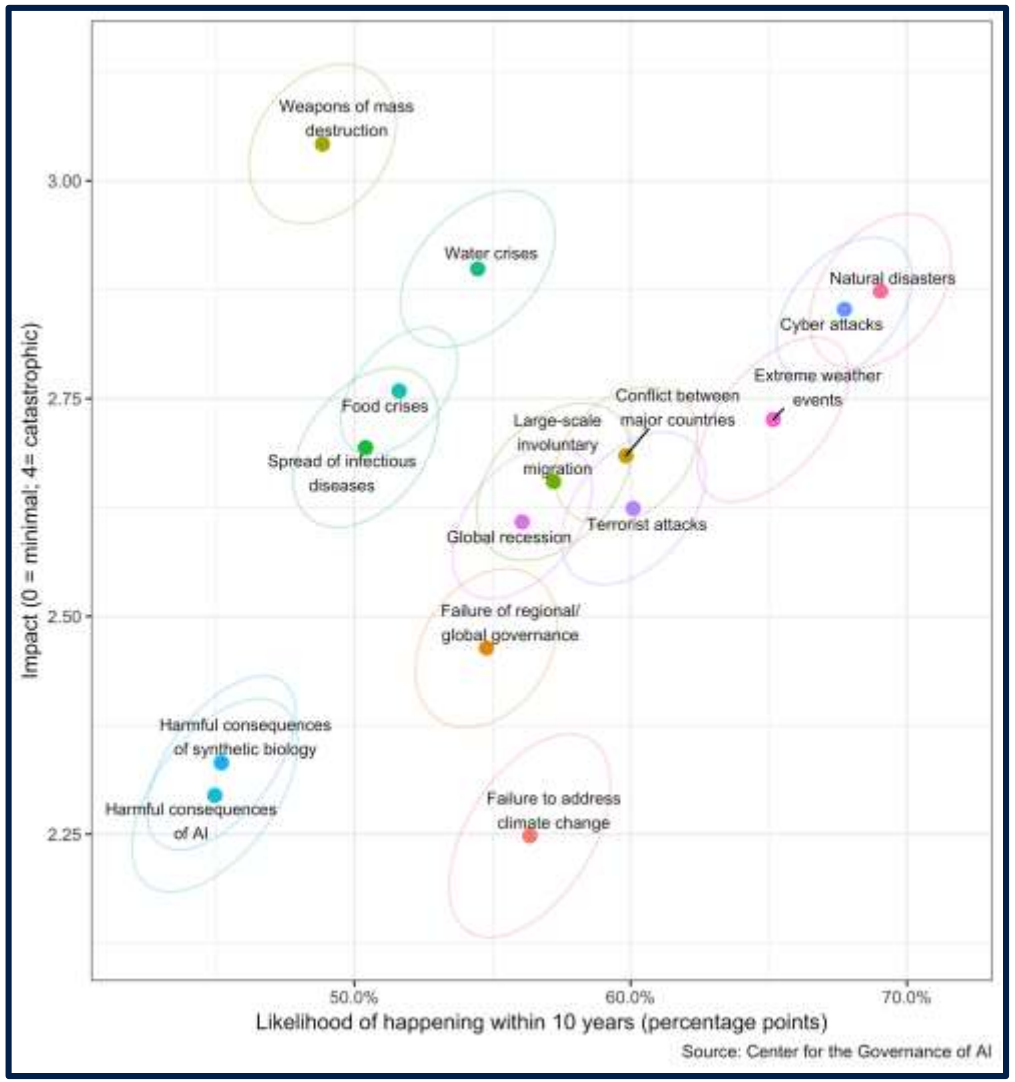
Artificial Intelligence...

is also our biggest existential threat.



https://governanceai.github.io/US-Public-Opinion-Report-Jan-2019/general-attitudes-toward-ai.html

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Actually…

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Gartner Predicts the Business Value Created by AI Will Reach $3.9T in 2022.

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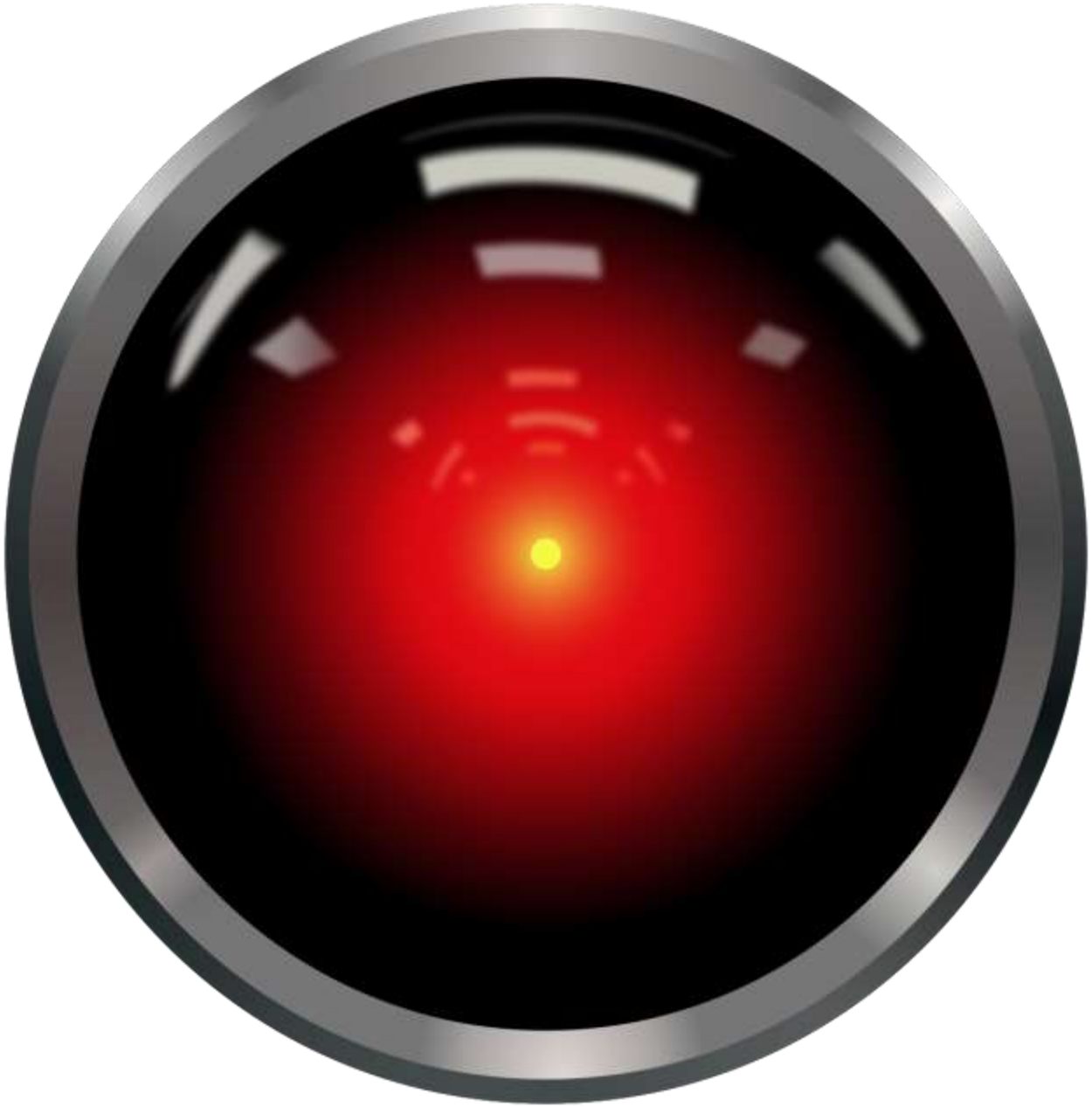

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LEADING ON THE **EDGE.**

PRITPAL **KALSI**

Director, Business Performance Management

SC&H GROUP

THE PATH TO **FINANCIAL TRANSFORMATION**

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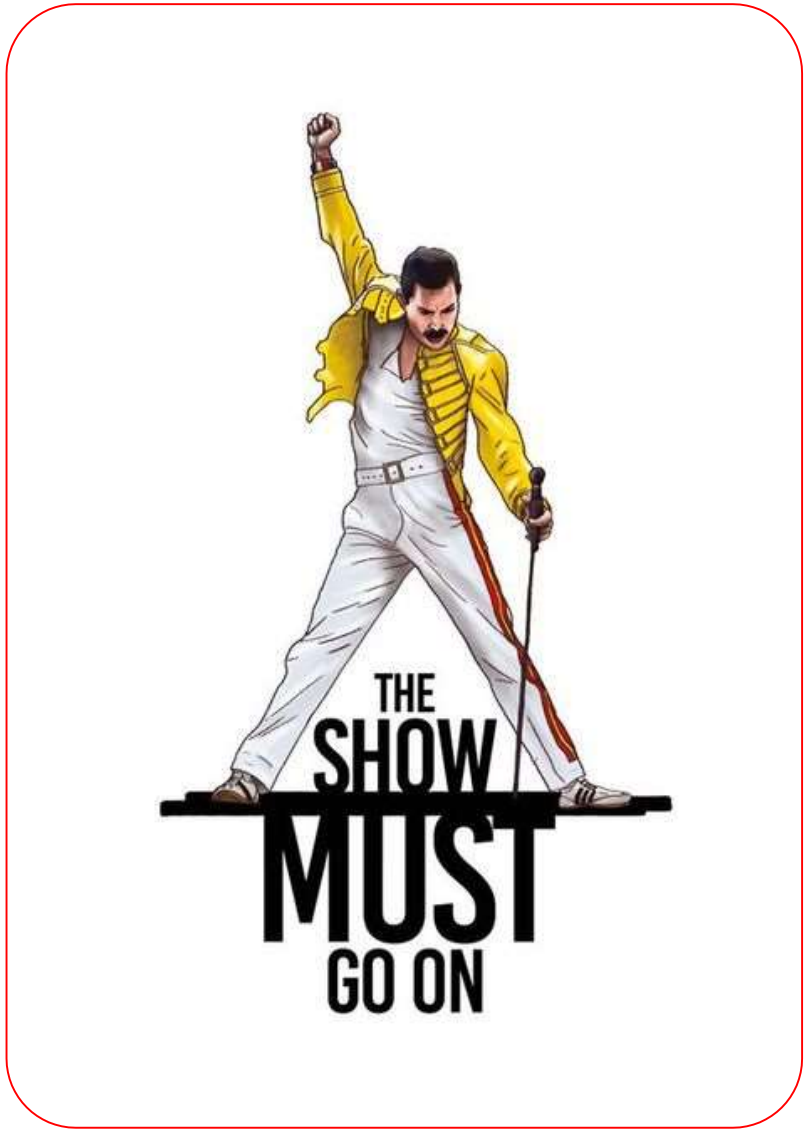
FINANCIAL TRANSFORMATION

For Organizations That **Want It All**



“I want it all” inspired by Brian’s wife

Brian May had claimed that the main inspiration behind the song “I want it all” was his wife Anita Dobson. He got the idea when his wife said I want it all and I want it now!

BEFORE WE BEGIN

- Financial transformation is a fancy way to describe strategic initiatives that are aimed to **improve Accounting and Finance** functions of an organization.
- Financial transformations in today's day and age is a form of **digital transformation**.
- One of the most common reasons for financial transformation initiatives today is to **maintain competitive advantage.**

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HISTORY LESSON – IT'S ALL ABOUT THE DATA

1990s
- The Decade of Word Wide Web
- Digitization of Financial Records (1st ERP Systems)

Early2000s
- 1st Gen FinTech Solutions
- Consolidation, Financial Planning, Reporting, etc.

Late 2000s
- Advanced FinTech Solutions
- Data Warehouses, Business Intelligence, Global Connectivity

Early 2010s
- Cloud FinTech Solutions
- Enhanced Predictive Modeling

Today
- Connection Convergence – Rest API, Open Platforms, etc.
- Artificial Intelligence (AI), Big Data, IoT, RPA, and more

Future
- Hyperautomation
- Virtual Reality, Augment Reality, Mixed Reality

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KEEP PLANNING SIMPLE

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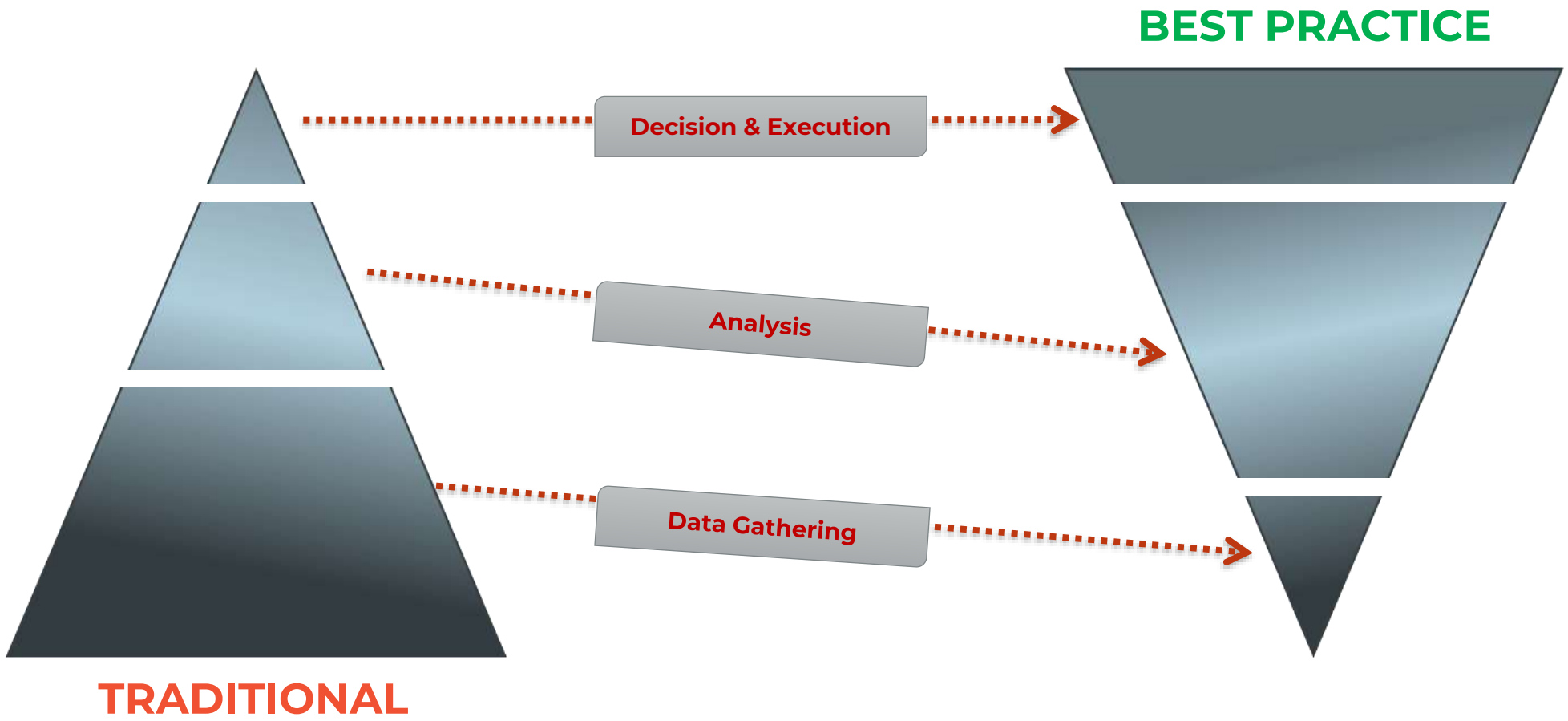
GOAL IS TO FLIP THE MODEL



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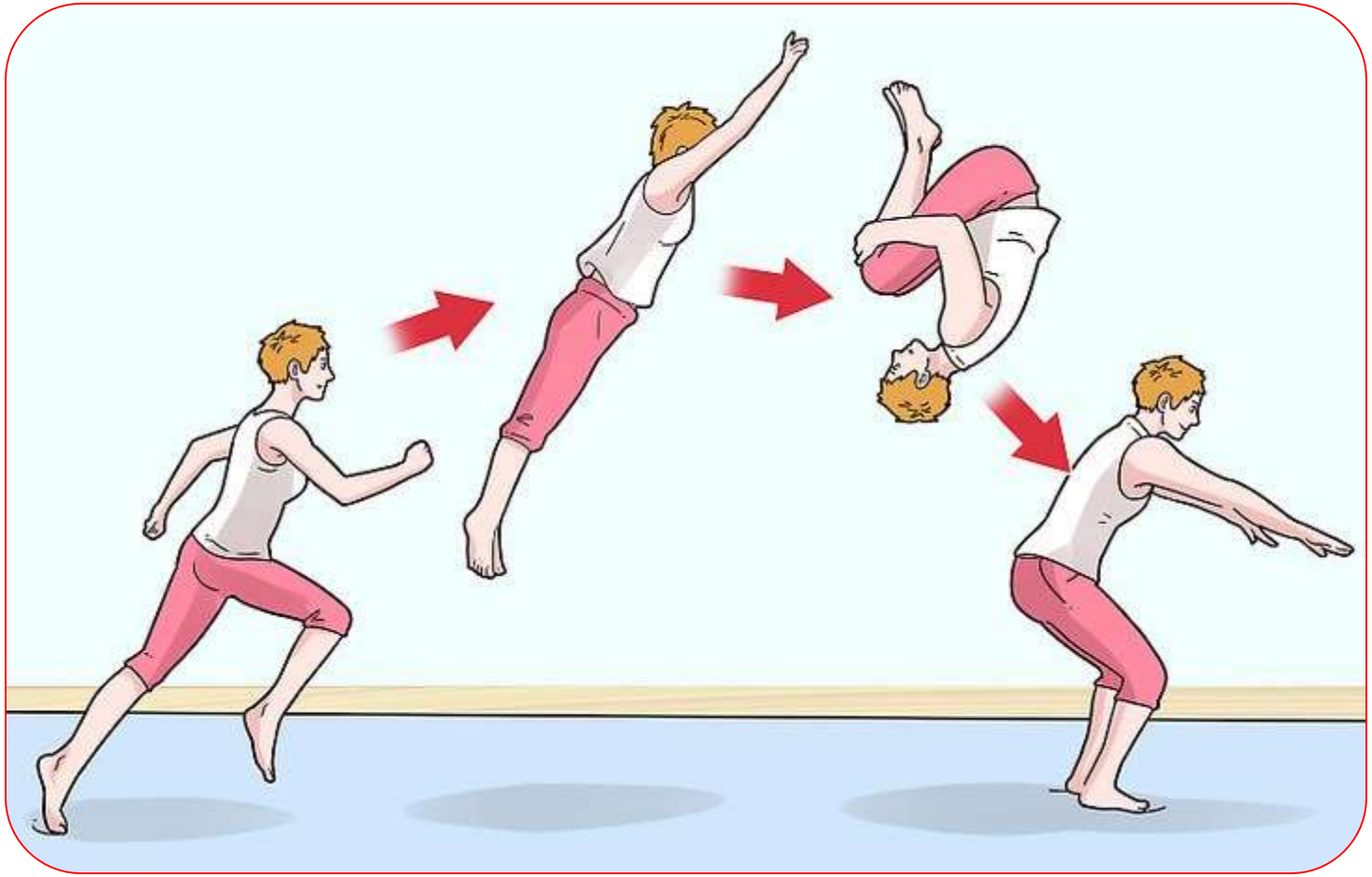
THIS IS HOW TO DO A FLIP



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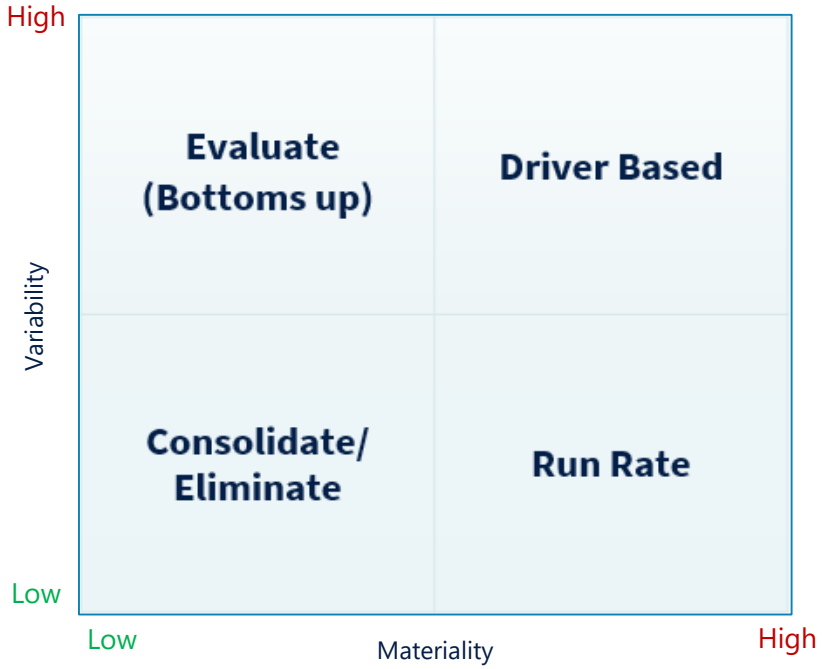
OR YOU CAN CONSIDER THE FOLLOWING ☺



- Enhance accuracy and change the conversation through driver-based planning.
- If detail is a must, move to automate and push for “exception-based” planning/forecasting.

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AND YOU SHOULD LEVERAGE FINTECH

- Consolidation and Close Systems
- Budgeting and Forecasting Systems
- Data Analytics and Business Intelligence Systems
- Automate Integrations and Business Intelligence
- Enable **Cloud** and **AI**

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A TYPICAL FINANCIAL TRANSFORMATION STORY

Manual | Error Prone | Rigid

Automated | Self Serving | Agile

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LET'S RECAP

- Financial transformations are digital transformations centered around financial data.
- **Keep it simple** and don't forget change is hard. Big bangs almost always fail so don't try to cheat the system. **Follow a maturity path** to achieve full end-state transformation.
- **Leverage FinTech** solutions to automate processes and intelligence.
- **Listen to Queen** ☺

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LEADING ON THE **EDGE.**

JOE
MECHLINSKI

CEO & Founder, SHIFT
NYT Best Selling Author

SHIFT

CREATING A **CULTURE OF INNOVATION**

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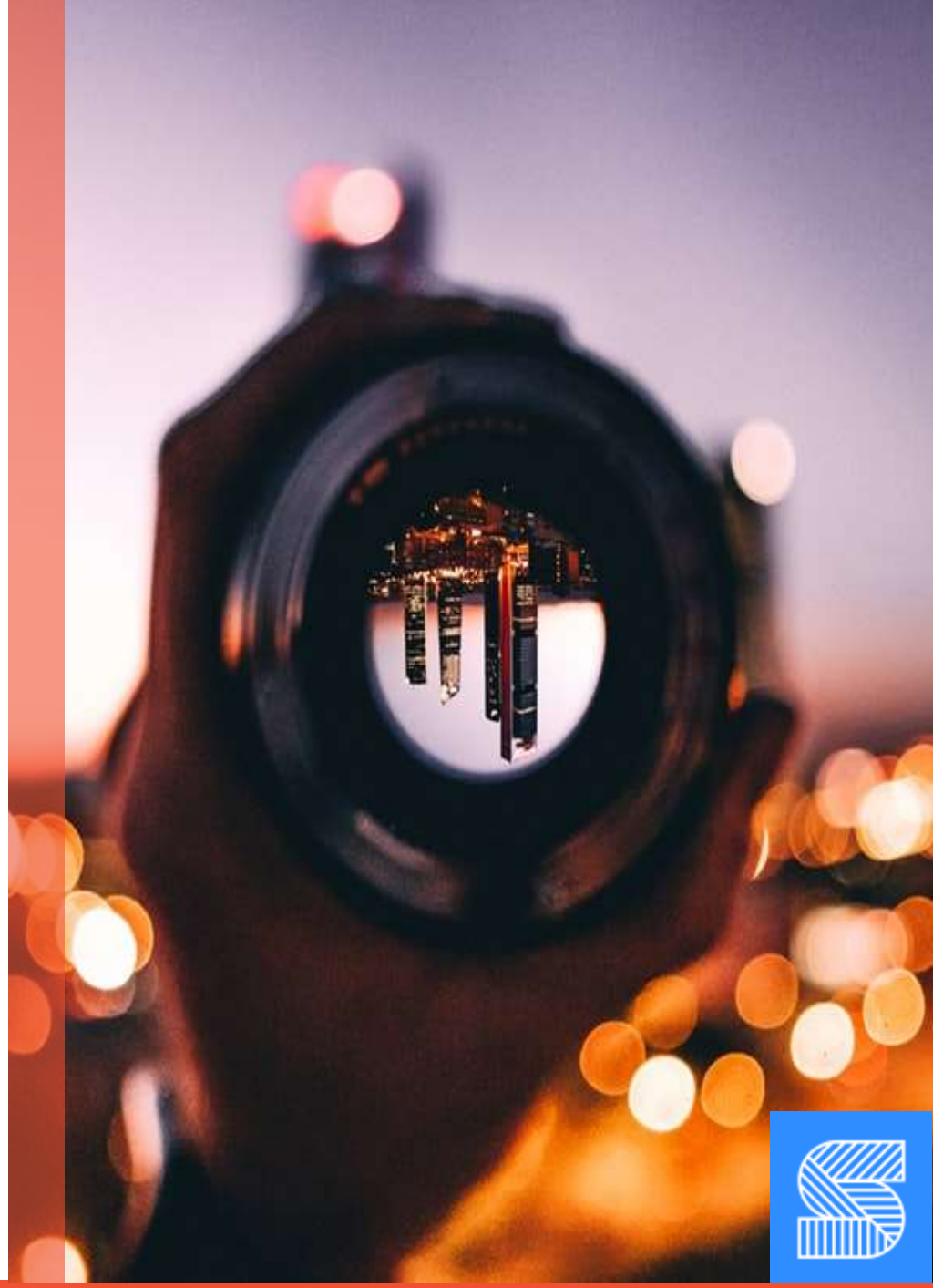
OPENING QUESTION

What's the best idea (in business) you have heard, seen, or experienced in the last 30 days and why was it so compelling?



The Top 20 R&D Spenders

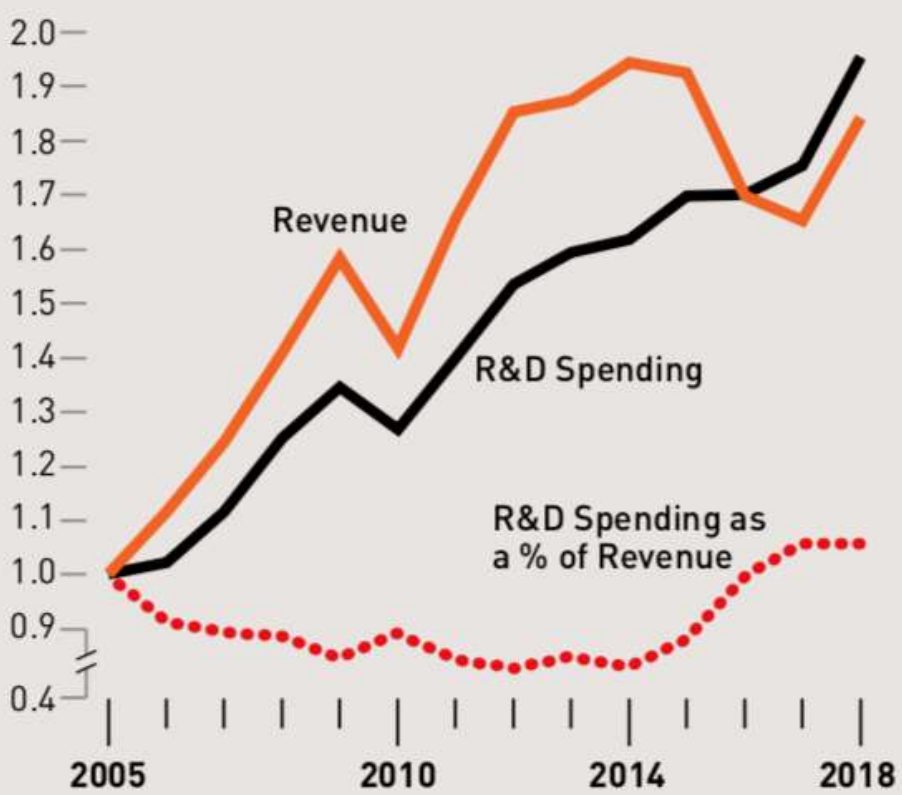
Total R&D spending by the top 20 companies was $214.5 billion in 2018. Amazon topped the list with expenditures of $22.6 billion.

Companies in RED have been among the top 20 R&D spenders every year since 2005.

RANK			R&D spending		
2018	2017	Company	2018 US$ Billions	% of Revenue	Change from 2017
1	1	Amazon	$22.6	12.7%	40.6%
2	2	Alphabet	$16.2	14.6%	16.3%
3	5	Volkswagen	$15.8	5.7%	14.1%
4	4	Samsung	$15.3	6.8%	6.8%
5	3	Intel	$13.1	20.9%	2.8%
6	6	Microsoft	$12.3	13.7%	-5.7%
7	9	Apple	$11.6	5.1%	15.3%
8	7	Roche Holding	$10.8	18.9%	-8.7%
9	12	Johnson & Johnson	$10.6	13.8%	16.0%
10	8	Merck	$10.2	25.4%	0.8%
11	11	Toyota	$10.0	3.9%	2.6%
12	10	Novartis	$8.5	17.0%	-11.1%
13	15	Ford	$8.0	5.1%	9.6%
14	20	Facebook	$7.8	19.1%	31.0%
15	14	Pfizer	$7.7	14.6%	-2.7%
16	13	General Motors	$7.3	5.0%	-9.9%
17	16	Daimler	$7.1	3.6%	-9.2%
18	19	Honda	$7.1	5.4%	8.7%
19	24	Sanofi	$6.6	15.1%	5.8%
20	23	Siemens	$6.1	6.2%	4.9%
		TOP 20 TOTAL	$214.5	11.6%	7.3%

R&D and Revenue

In 2018, both revenue and R&D spending among the Global Innovation 1000 continued to climb.



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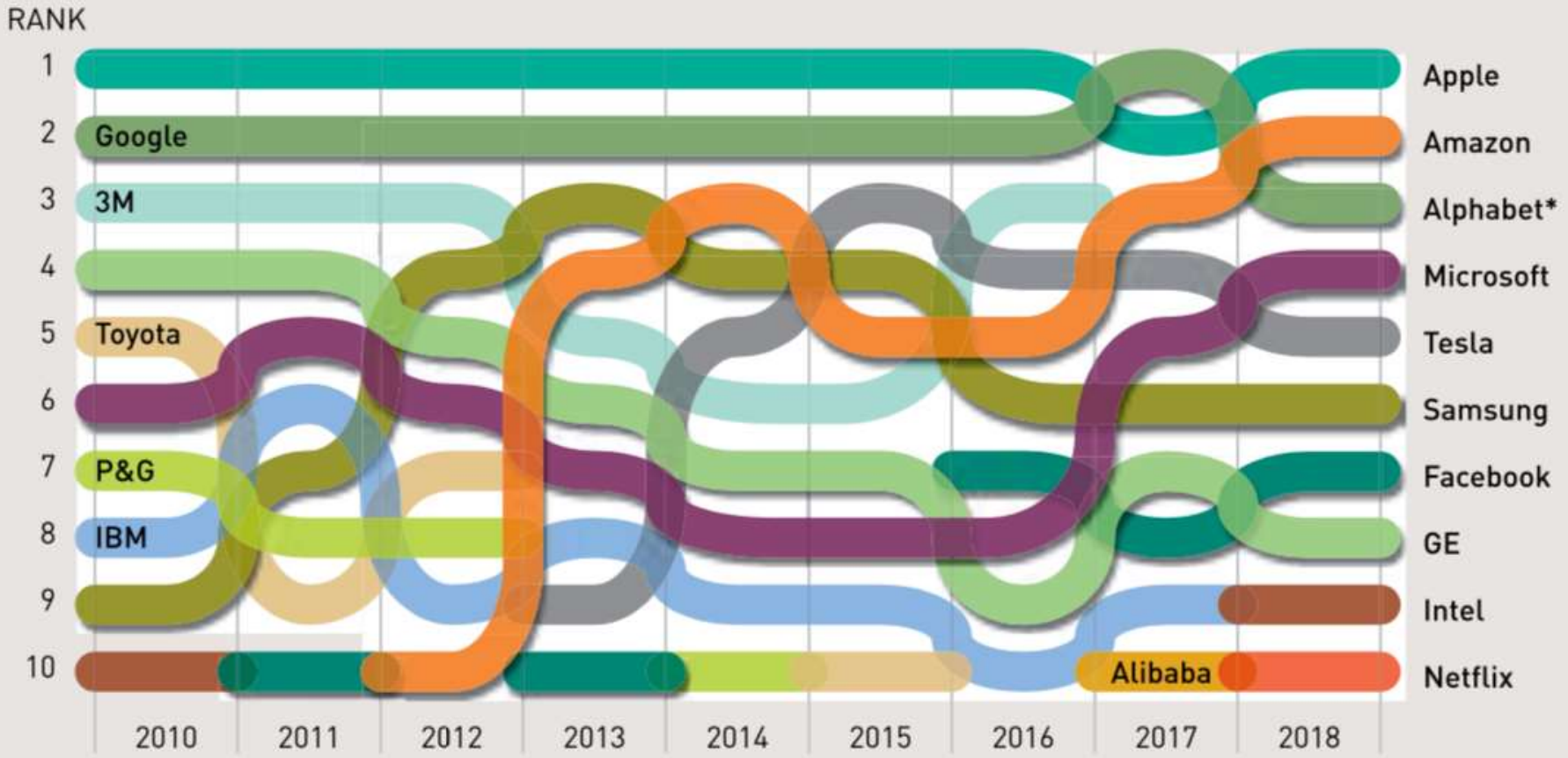
The 10 Most Innovative Companies

Apple was selected by survey respondents as the world's most innovative company again, one year after Alphabet had been voted to the top of the list. Netflix joined the top 10 for the first time.



Source: Strategy & Analysis

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A.N.O.S.E.

ADD
How we might **add**.

NEED
How we might fulfill a **need**.

OPPOSE
How we might do the **opposit**

SUBTRACT
How we might **subtract**.

EPIPHANY
How we might create an **epiphany**.

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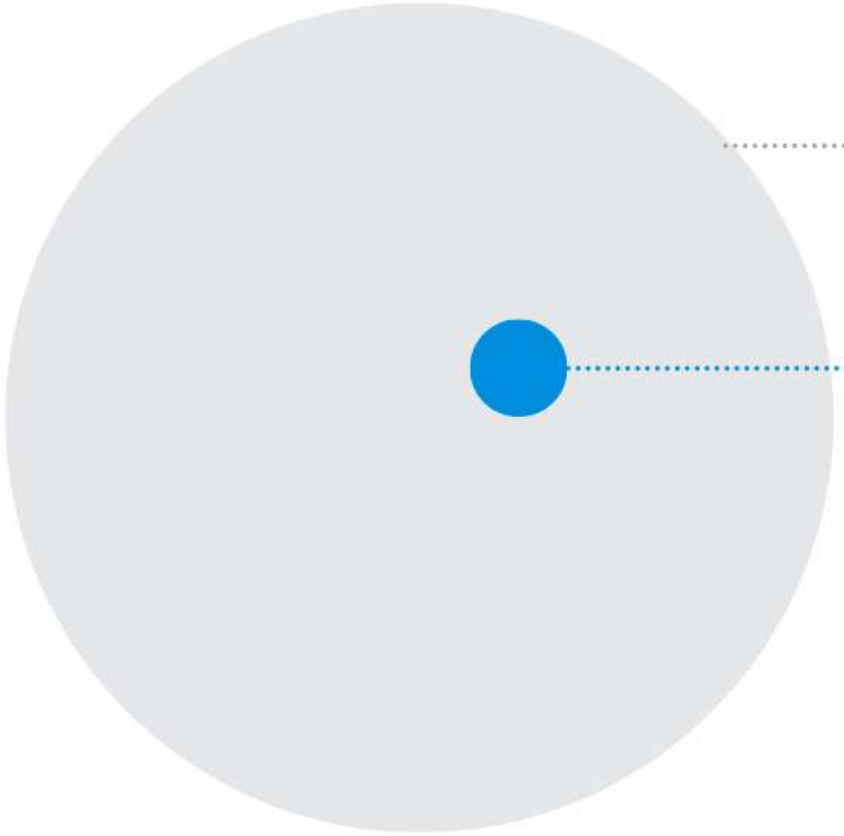
THE AVAILABILITY HEURISTIC



ALL THE INFORMATION

ALL THE INFORMATION
YOU NEED TO MAKE A DECISION

- RECENT
- FREQUENT
- EXTREME
- VIVID
- NEGATIVE

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INNOVATION THEATRE

Any **innovation** work that is done to show people that **innovation** is happening, but which doesn't result in a tangible outcome.

This is one of the reasons why approximately **96%** **of innovation** attempts fail.

Unfortunately, many companies won't even realize that they have this problem.

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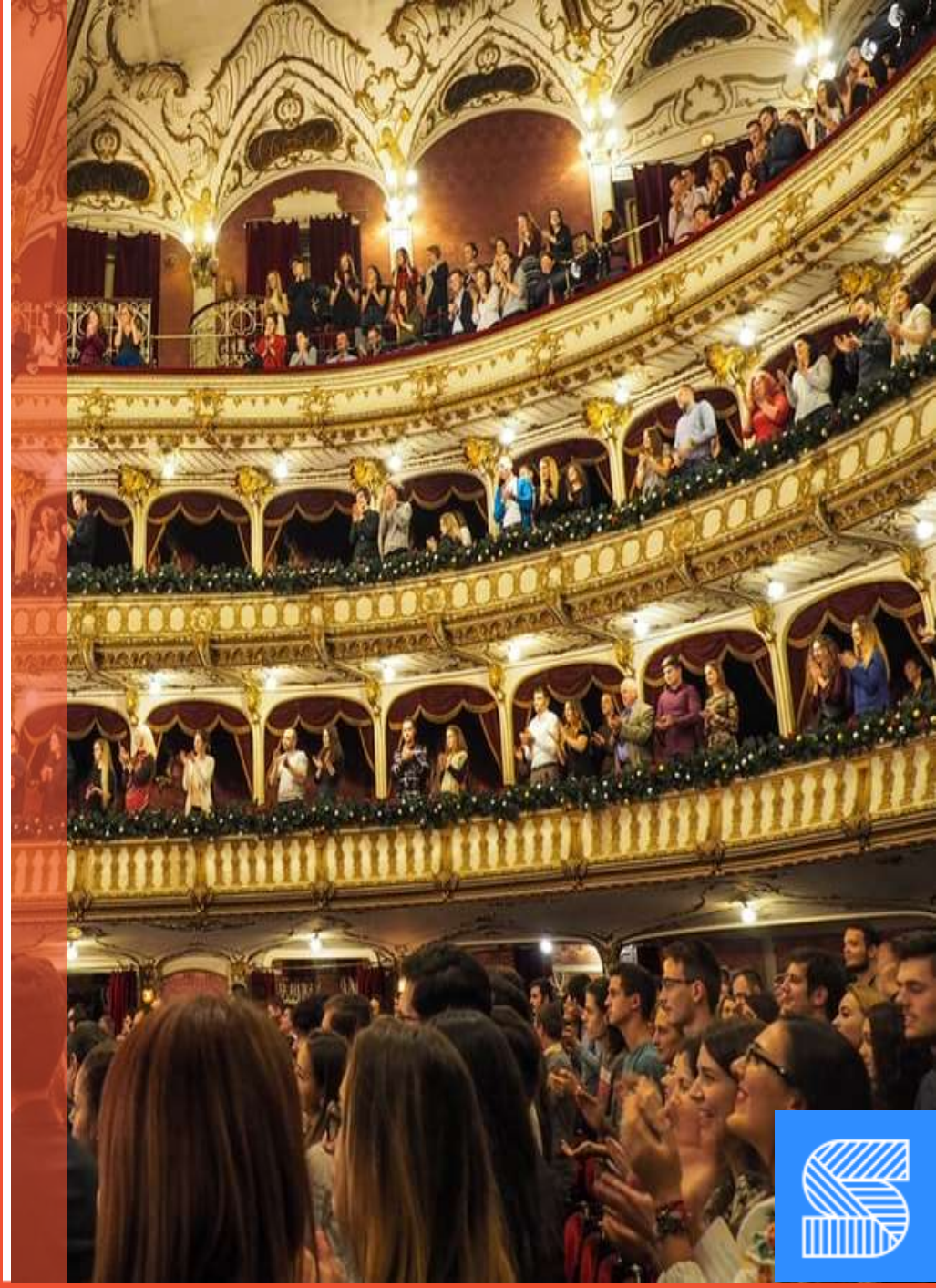

INNOVATION THEATRE EXAMPLES

1. **Idea challenges, which result in ideas that are never implemented.** Companies launch innovation challenges to collect ideas but don't dedicate time and resources to review and prioritize the ideas generated.

2. **Chief Innovation Officers, who are doing it on top of their other role.** CIOs can be a catalyst to drive change within an organization; however, sometimes it's a role that someone performs in addition to what they're already doing, and that person is just provided the CIO title.

3. **Putting in new technology, without a clear purpose.** Just because something is newer doesn't mean that it adds value. This is seen within companies that implement something but never actually get their people to use it for its full benefits.

4. **Innovation labs, which don't scale innovations into the core business.** Companies often launch these but fail to ensure that a proportion of their projects actually impact the core business.

5. **Hackathons, which don't relate to actual business challenges.** Companies sometimes call a meeting to discuss a topic and call it a Hackaton (extra credit if alcohol was involved). Because that's what they saw Facebook do in the movie, *Social Network*.

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INNOVATION MINDSET

Uncertainty is the key defining feature of innovation therefore managing uncertainty must be underpinning of the innovation process.

Best way to manage uncertainty is to search (for truth to the untested assumptions), rather than execute.

A good innovation process should allow teams to change direction based on learnings and stop the project if necessary. If this isn't possible, it's innovation theatre.

Change the culture to one of innovation. This includes instilling the right skills with the right direction, with a tight process so that innovation happens constantly.

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"... everything that was invented over the last 250 years will be **re-invented with AI** in the next 25 years..."

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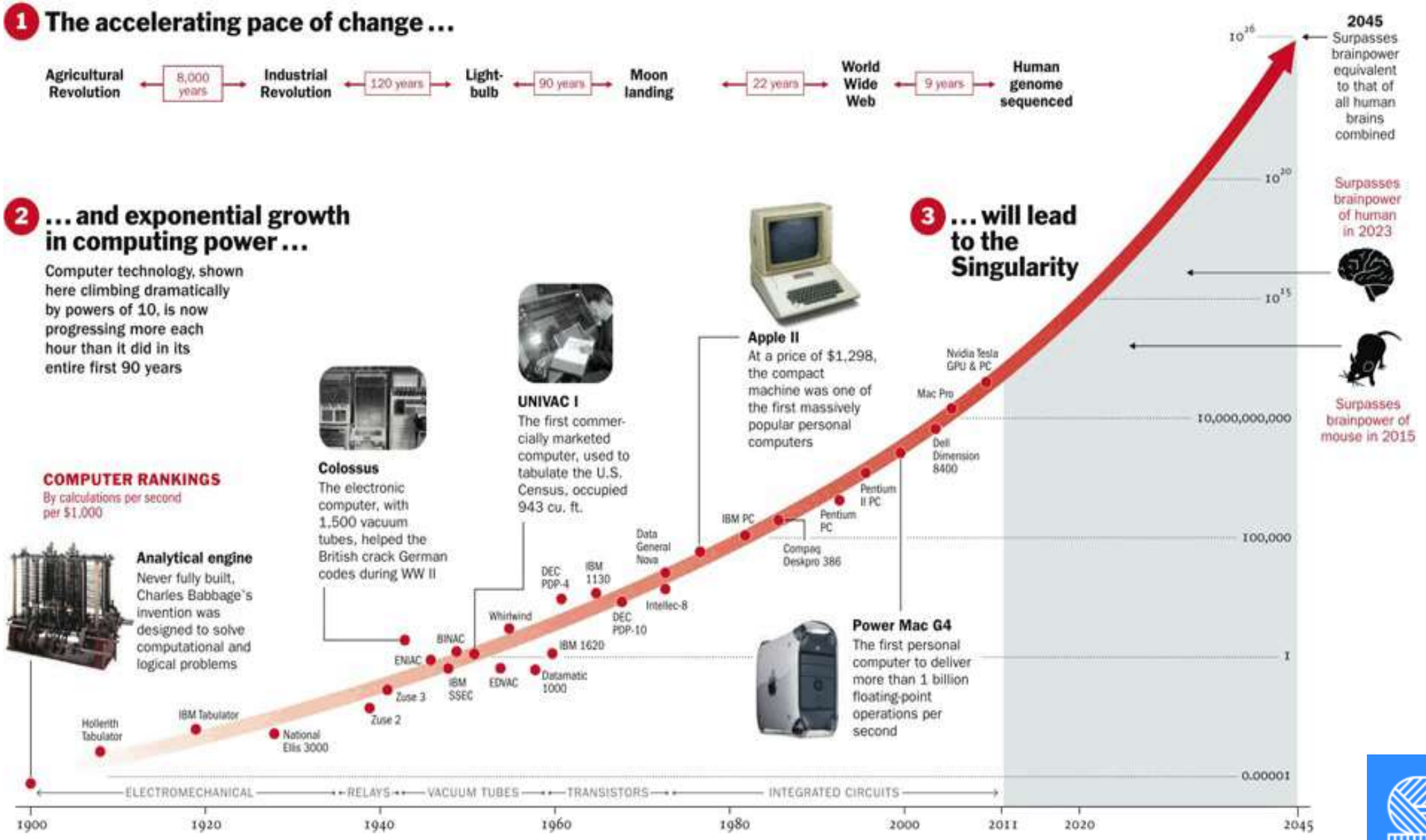
1 The accelerating pace of change ...
Agricultural Revolution
8,000 years
Industrial Revolution
120 years
Light-bulb
90 years
Moon landing
22 years
World Wide Web
9 years
Human genome sequenced
2 ... and exponential growth in computing power ...
Computer technology, shown here climbing dramatically by powers of 10, is now progressing more each hour than it did in its entire first 90 years
3 ... will lead to the Singularity
2045
Surpasses brainpower equivalent to that of all human brains combined
Surpasses brainpower of human in 2023
Surpasses brainpower of mouse in 2015
COMPUTER RANKINGS
By calculations per second per $1,000
Analytical engine
Never fully built, Charles Babbage's invention was designed to solve computational and logical problems
Colossus
The electronic computer, with 1,500 vacuum tubes, helped the British crack German codes during WW II
UNIVAC I
The first commercially marketed computer, used to tabulate the U.S. Census, occupied 943 cu. ft.
Apple II
At a price of $1,298, the compact machine was one of the first massively popular personal computers
Power Mac G4
The first personal computer to deliver more than 1 billion floating-point operations per second
Hollerith Tabulator
IBM Tabulator
National Ellis 3000
Zuse 2
Zuse 3
ENIAC
BINAC
IBM SSEC
EDVAC
Whirlwind
Datamatic 1000
IBM 1620
DEC PDP-4
IBM 1130
DEC PDP-10
Intellec-8
Data General Nova
IBM PC
Compaq Deskpro 386
Pentium PC
Pentium II PC
Dell Dimension 8400
Mac Pro
Nvidia Tesla GPU & PC
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RELAYS
VACUUM TUBES
TRANSISTORS
INTEGRATED CIRCUITS
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1960
1980
2000
2011
2020
2045

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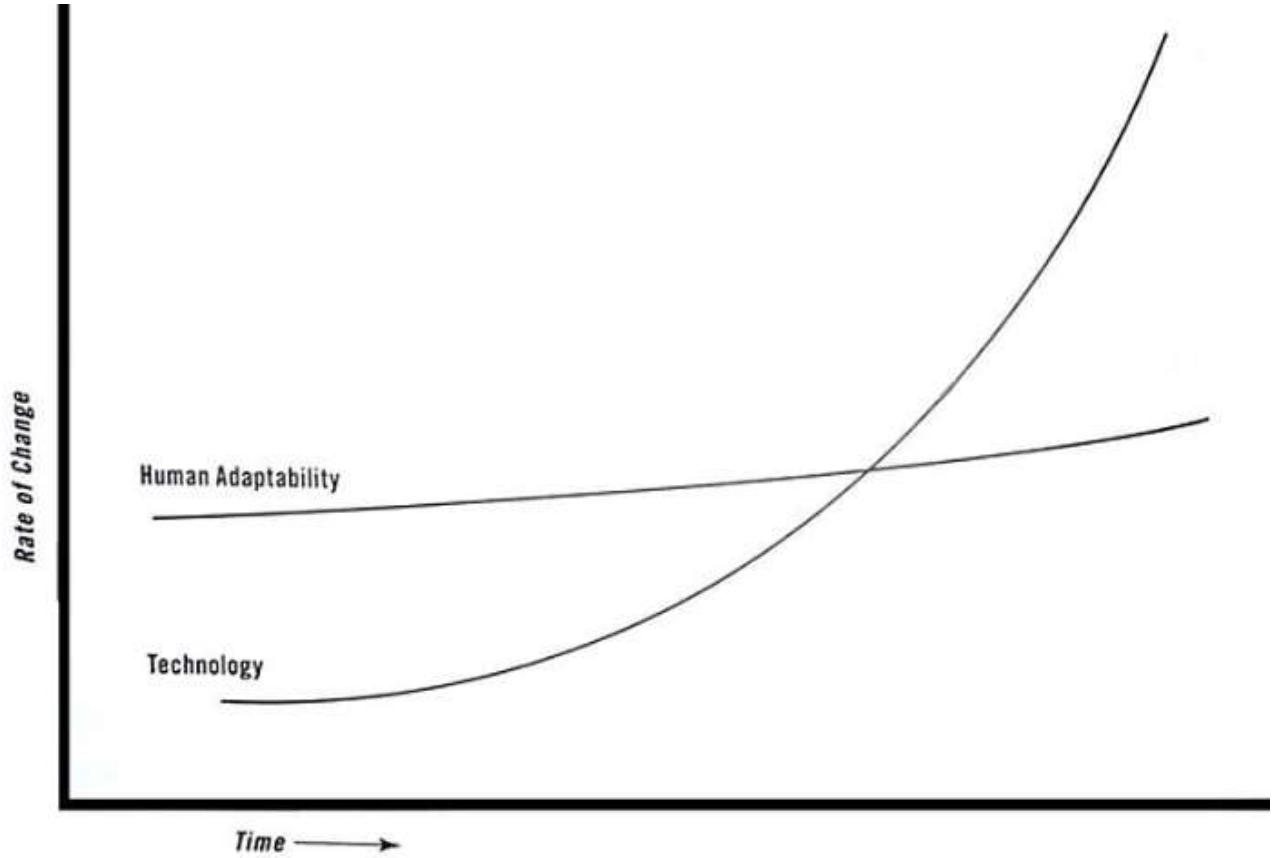
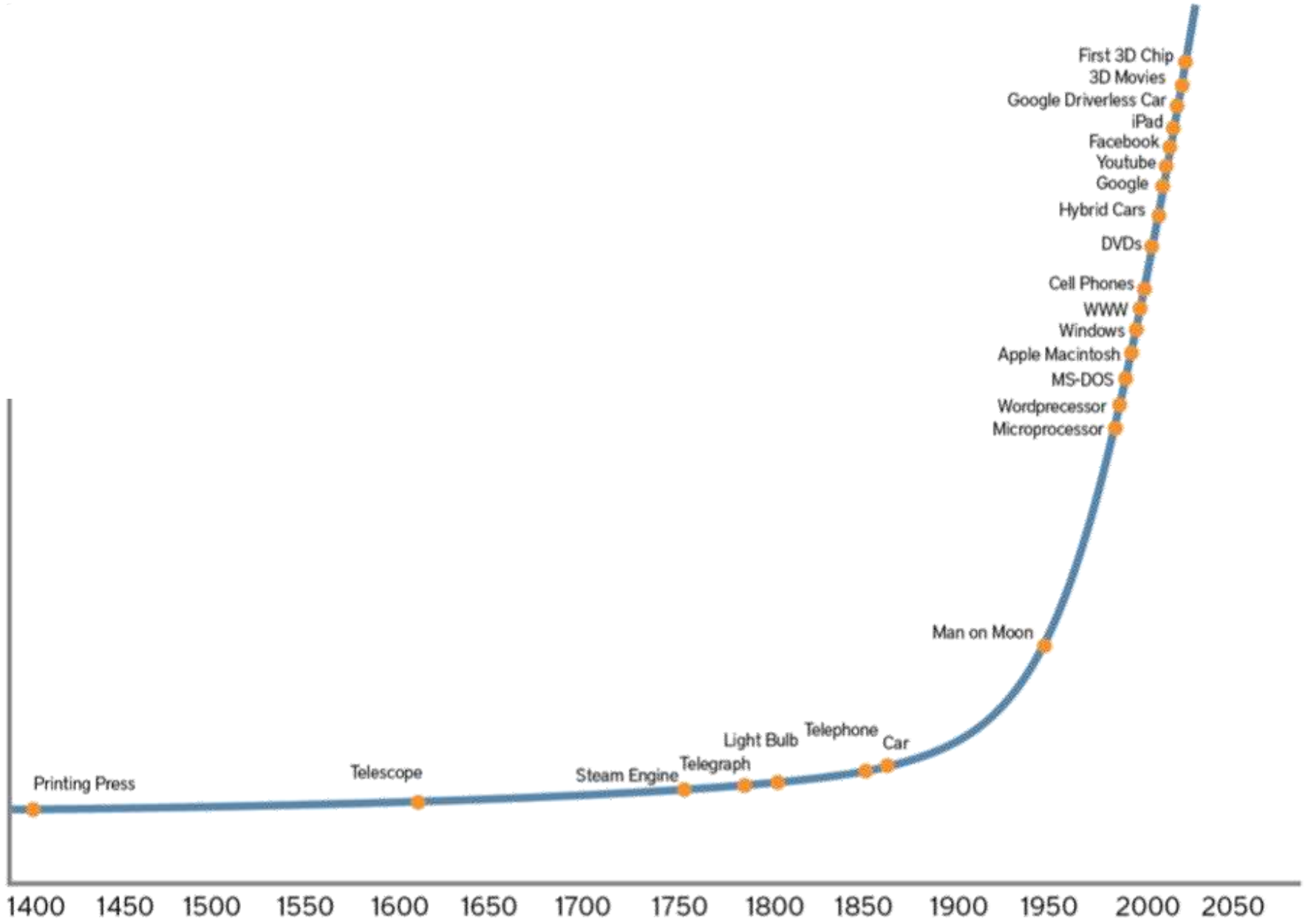
THE CHANGE DILEMMA




First 3D Chip
3D Movies
Google Driverless Car
iPad
Facebook
Youtube
Google
Hybrid Cars
DVDs
Cell Phones
WWW
Windows
Apple Macintosh
MS-DOS
Wordprecessor
Microprocessor
Man on Moon
Printing Press
Telescope
Steam Engine
Telegraph
Light Bulb
Telephone
Car
1400
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1500
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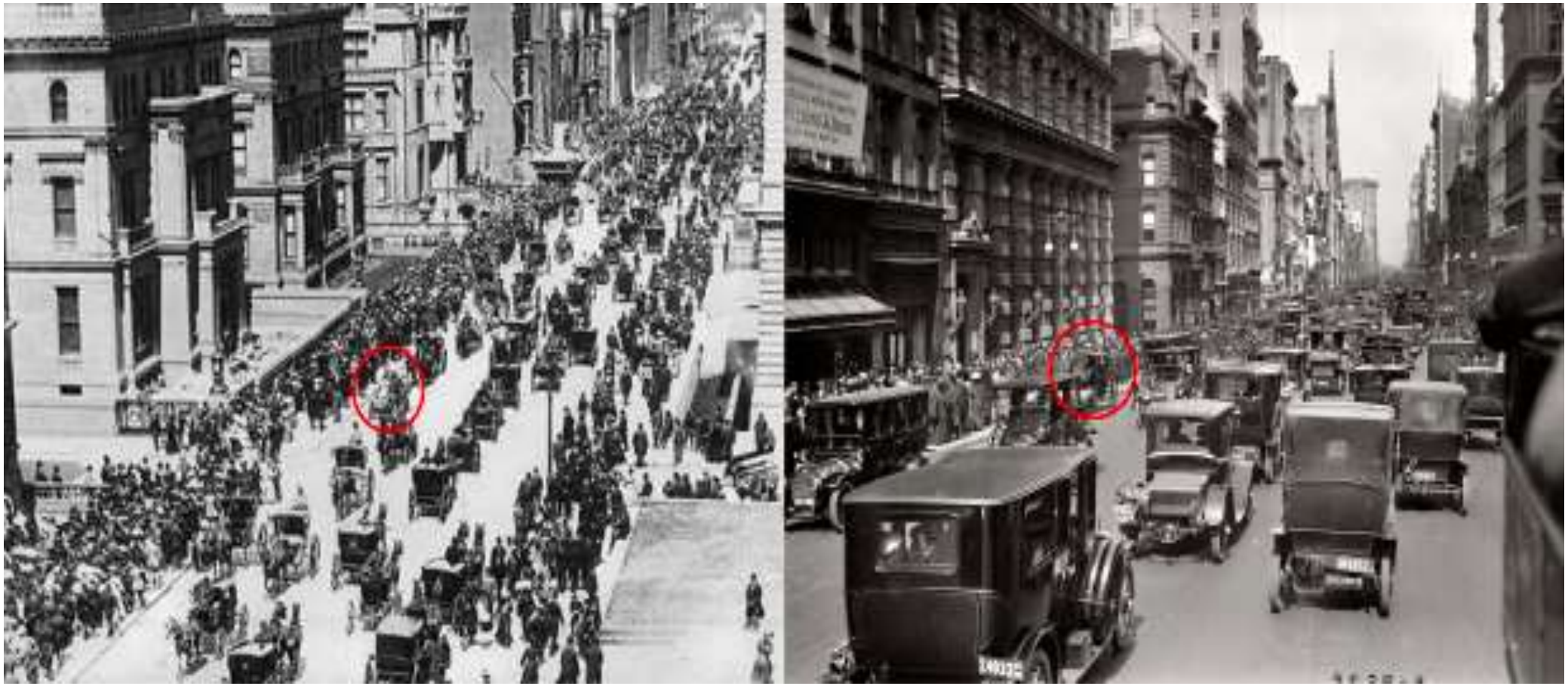
1900
1950
2000
2050

EASTER PARADES IN NEW YORK CITY

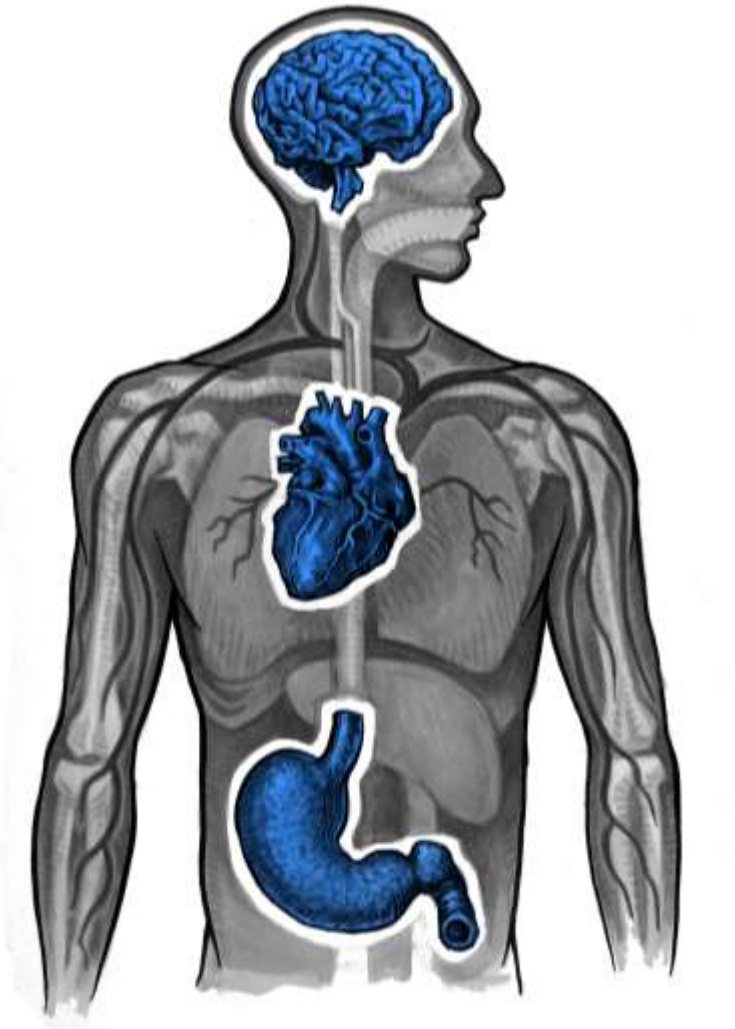


WHAT YOU CAN DO TO PREPARE

UNDERSTAND PRIORIT
CREATIVITY

FEEL PASSION
EMPATHY

EXPERIENCE PURPOSE
COURAGE



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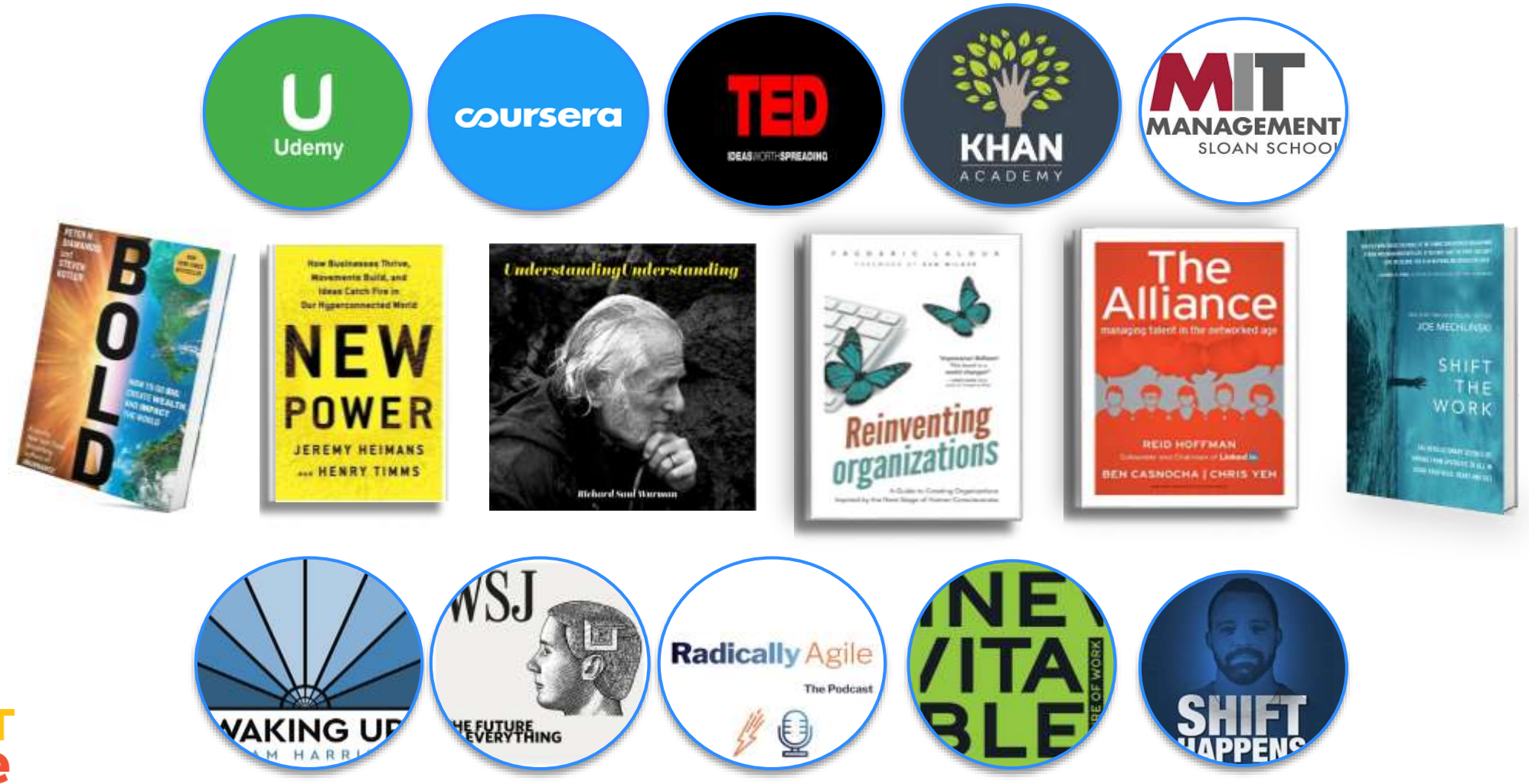
TOOLS, BOOKS AND PODCASTS

CONTINUE THE LEARNING



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DIGITAL MASTERS PERFORM BETTER

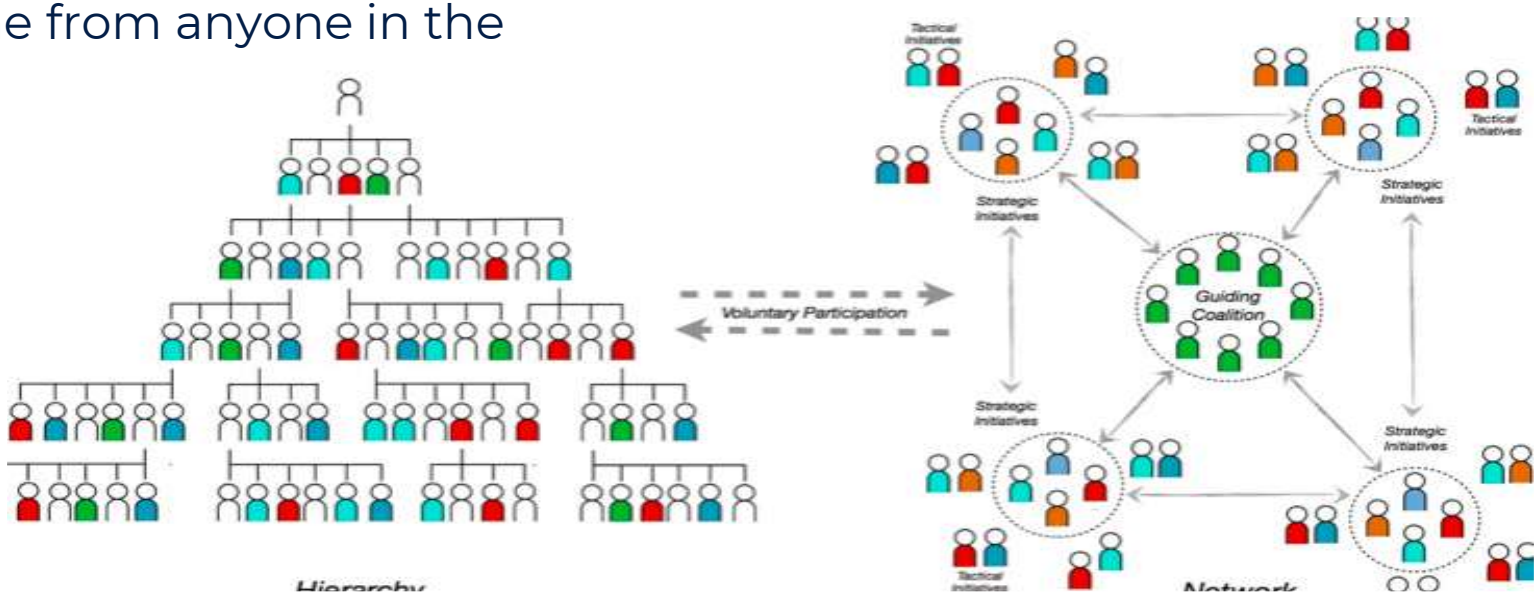
Source: MIT/Sloan

CREATING A CULTURE OF INNOVATION

Innovation Culture is the work environment that leaders cultivate in order to nurture unorthodox thinking and its application.

Workplaces that foster a culture of innovation generally subscribe to the belief that innovation is not the province of top leadership but can come from anyone in the organization.

Past Innovation	Modern Innovation
Linear	Nodes
Static Sprint	Continuous/Dynamic
Customer Voice	Customer's Life
Skunk Works	From Everywhere
Idea Driven	Culturally Driven
Fragmented	Integrated
Fail Fast	Pivot Quick



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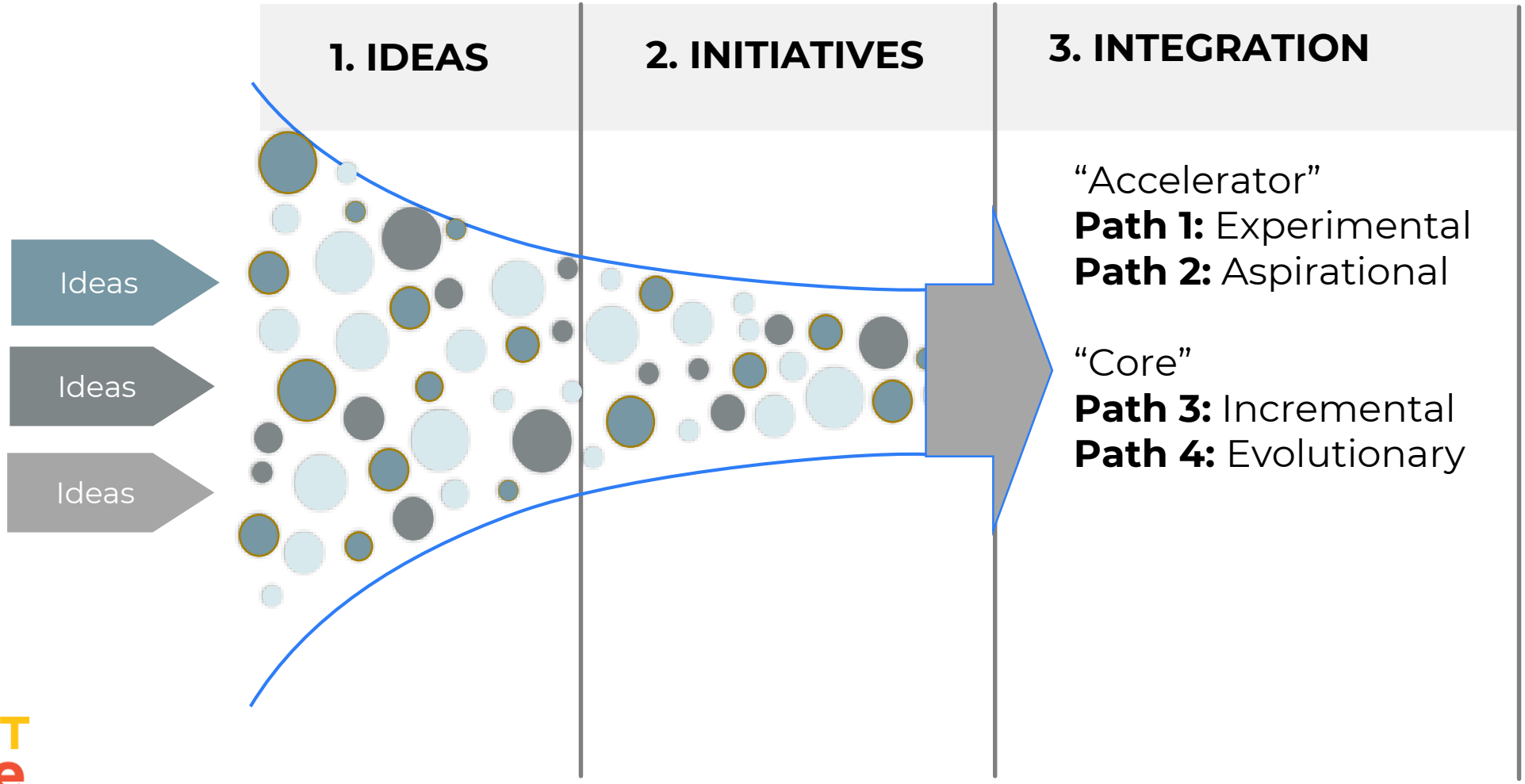
PHASES OF INNOVATION



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EVALUATION OF PRIORITIES

In addition to categorizing ideas based on the impact, you should also determine what the ideal investment mix is. The bottom two “incremental and evolutionary” would be investments for the core business while “experimental and aspirational” are for the accelerators. This should be documented in the innovation strategy.

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PATHWAYS TO EXPLORE

START IT – ACCELERATORS: develop an accelerator program where your organization invests in, and mentors start-ups that fit the visions outlined for the value stream.

LEARN IT – SKILL STACKS: prioritize skill development as a core initiative. This could include a certification program, capstone projects, and a digital/classroom program mix.

SUMMON IT – SUMMITS: explore opportunities where you can bring people and organizations together for a cause/reason

LEAD IT – POINTS OF VIEW: where you can plant your flag in the ground with not there the industry is but where it is going.

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LEADING ON THE **EDGE.**

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