

Speaking & Training Topics

>> Introduction to Commercializing Innovation

"Innovation is what distinguishes between leaders and followers." Steve Jobs.

However, many good ideas fail because of bad execution due to lack of awareness of all the execution details involved and of the risk factors.

Innovation = Idea X Execution.

"An idiot with a plan will outperform a genius without a plan." Warren Buffet.

This can be an independent 90 mins segment, or a 45 minutes introduction to the whole program.

>> Finding the Problem is a Problem

"If I ask the customers what they want, they will tell me a "faster horse". Henry Ford.

>> Different is Better than Better

The best innovation is the one that makes competition totally irrelevant.

>> Your Mind is Bigger than Your Skull

People's creativity is limited by their own inhibitions. Learn how to overcome these limitations in yourself and in the organization.

>> Getting Emotional

Buying decision is often emotional, even in B2B. Adding an emotional angle to any product is often an effective differentiation tool.

>> Design It

This segment will cover basic design concepts relevant for any industry and any technology.

>> Show Me the Money

A commercially viable innovation must bring positive financial returns. Even a none-profit organization must have a balanced budget to survive.

>> Think Humans

Your partners are humans. Customers are humans.. Employees are humans .. Even your investors are humans.. This segment will cover several human aspects as related to commercializing innovation.

>> Ecosystem Tail Wind

Recruiting support from the ecosystem will add tailwind to your business and to the success of your new product. This segment will describe several ecosystem elements and their importance to the victory.

>> Government

Governments are important players in the ecosystem, such as: Relevant policy and regulations, intellectual property topics, legal incorporations, source of funding, taxation, import & export, and the list goes on and on. This segment will cover government related topics.

>> Launch Time

This is the moment of truth. No room for hiccups. Everything must be ready here.

>> Beyond the Launch

Opportunities for additional growth once the initial target market is exhausted.

>> Innovation is Risky Business

Any business has some risks as the future is not totally predictable. Any new product or service is particularly risky because its market acceptance is not guaranteed. This segment will cover several innovation's risks and how to mitigate them.