



INNOVATION FOR ENTREPRENEURS

Presented to Franchise India

Faridabad

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Today's Agenda

- Innovation is possible for entrepreneurial companies of all sizes
- Even if you can't do basic R&D, you can still innovate
- Shop floor innovation offers many opportunities
- Customer experience innovation offers many opportunities

Innovation is for All

- Today's giants began as infants
- New ideas are just as likely to come from small companies as from large ones

If Not Basic R&D, then What?

- R&D does not equal innovation
- Most successful innovations are not based on technological breakthroughs

Core Technology Comes Only Once

- Profitable innovation is not usually about new technology. It's about new value for users.

Automobiles

Lower price

Reliability

Comfort

Size

Style

Computers

Computing power

Ease of operation

Size

Lower price

Portability

Telephones

Network effect

Lower price

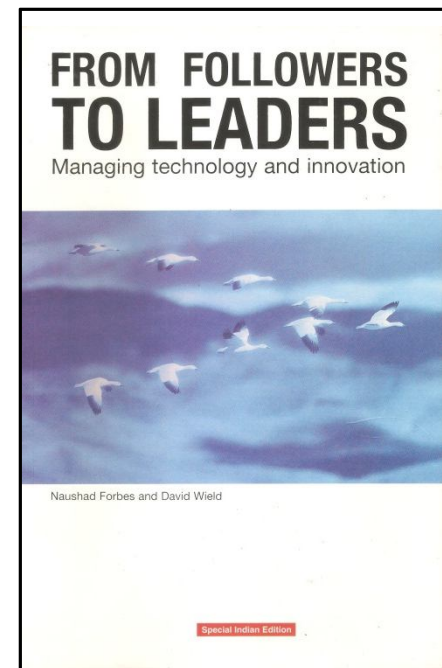
Ease of use

Portability

Features

Shop Floor Innovation

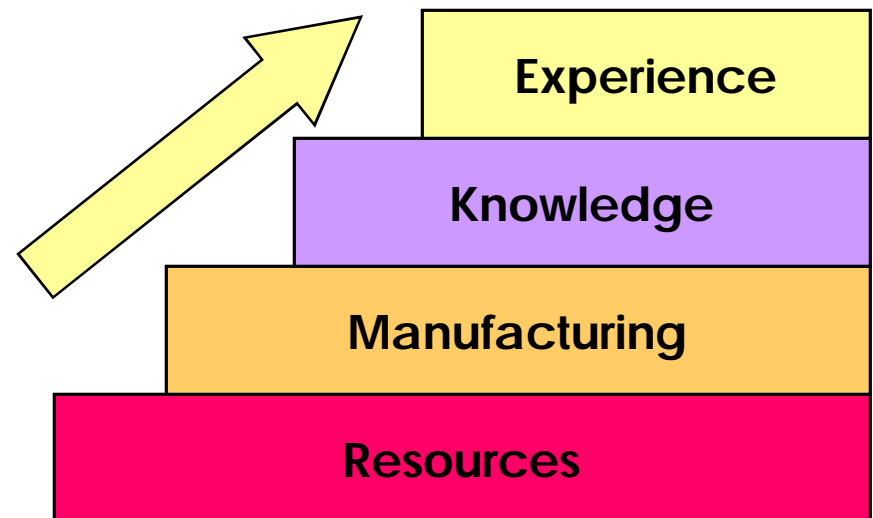
- Great opportunity for competitive advantage in India
- Enables value-for-money selling proposition



The True Source of Competitive Advantage

- The Natural Resource Economy, to 1750
- The Industrial Economy, 1750-1950
- The Knowledge Economy, 1950-2000
- Now and tomorrow:

**THE
EXPERIENCE
ECONOMY**



Thank you



the innovation workgroup
world-class innovation

Your feedback and enquiries are welcome

David Wittenberg, CEO

Telephone +91 98718 23569

E-mail david@theinnovationworkgroup.com