

Harvesting Ideas for Innovation

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Entrepreneurs and startups are important to the economy.

They solve real problems.

They create new jobs.

They respond quickly and keep innovating.

**Innovation is the
process of seeing an
idea all the way
through to execution.**

**The best innovators
are the ones who
continually explore
new ideas.**

The power of an idea



**A good idea doesn't care
where it came from.**

**It doesn't care how old you
are, or what gender.**

**It doesn't care what
ethnicity you are.**

**A good idea is a good idea,
and good ideas WIN.**

**The best
innovators
harvest ideas.**

**But they seed and
water them first.**

Info-Sponging

Absorb the world.

**Study a bigger world
than your own.**

Collect data points.

**Look for disruptive
events, new
technologies, consumer
trends...**



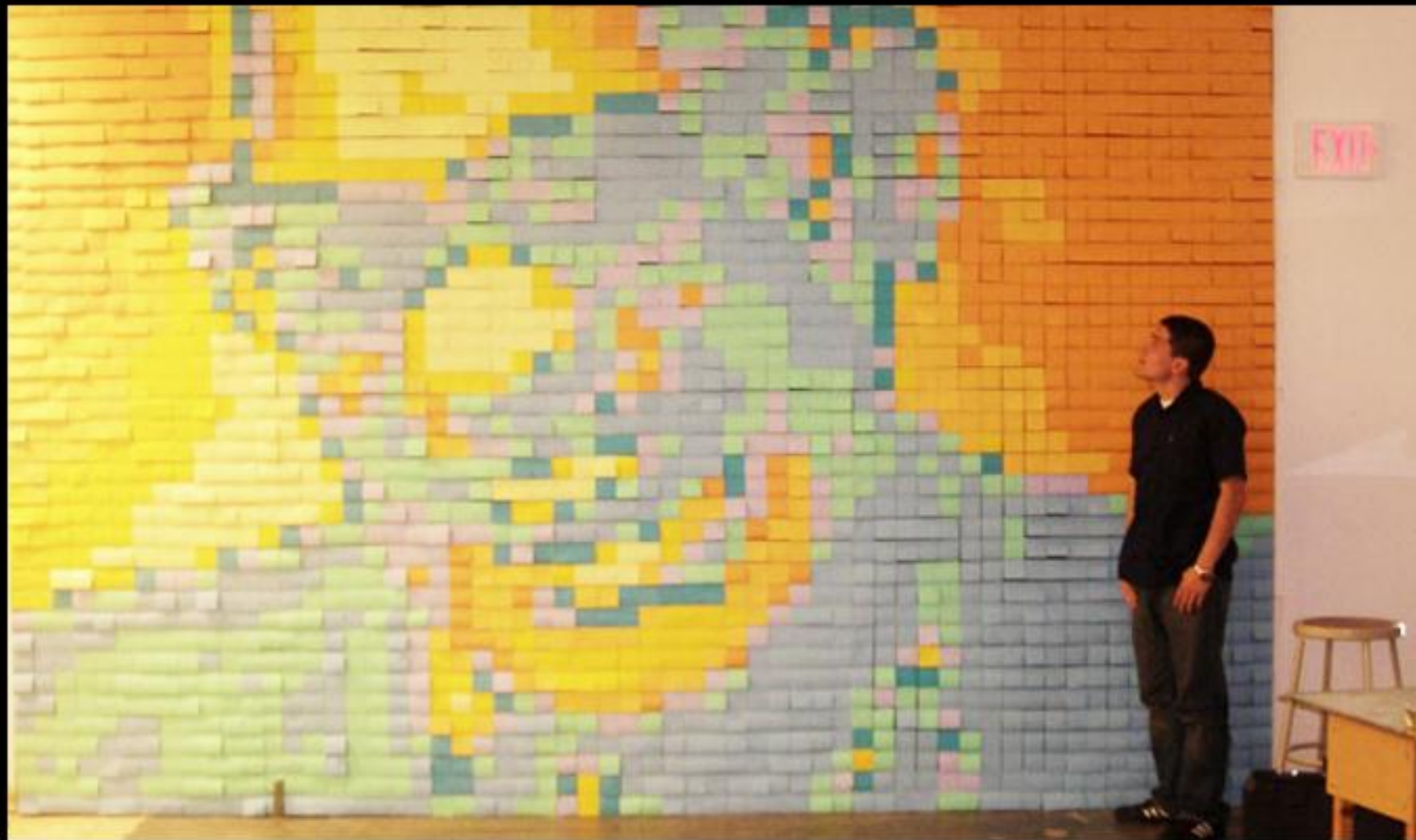


Photo courtesy of www.womansday.com

**Ask yourself this
question every day:**

**“What can I do today
that I couldn’t do
yesterday?”**



Distressed
Inventory



Dynamic
Pricing



Soft Goods
Fulfillment



Perishable
Commodity



Online
Consumers

shop for discount travel

new to priceline? [i](#)

flights

hotels

cars

vacations

cruises

search over 165,000 hotels

city or airport

check-in

mm/dd/yyyy



check-out

mm/dd/yyyy



rooms

1 Room



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SALE

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Hotel winning bids you might like:

Union Square West - Nob Hill San Francisco, CA	★★★★	\$125
Union Square East San Francisco, CA	★★★★	\$181
Universal Orlando Resort A...	★★★	\$75
Orlando, FL		
Sea World - Intl. Drive - ... Orlando, FL	★★★★	\$80
Westwood - Century City Los Angeles, CA	★★★★	\$139
Santa Monica - Marina Del ... Los Angeles, CA	★★★★1/2	\$179
Summerlin Las Vegas, NV	RESORTS	\$107
Nellis - Las Vegas Speedway Las Vegas, NV	★★1/2	\$77
Southwest Miami	★★4/5	\$100

**Innovation requires
looking at your
business in a whole
new way.**

**Think about the REAL
reason your company
exists.**

What business are you really in?



What business are you really in?



Music retail vs. distribution



Selling airline tickets



My sister's wedding



Selling sand



Building bridges



**Innovation is NOT
best
accomplished in
your conference
room.**

**Get out into the
market.**

Walking through the mines...



**Your customers
are a great source
of innovation.**

**Live a day in their
life and listen to
them.**







**To win at innovation
you must
“experiment”.**

**Launch a “minimally
viable product” and
let the market adjust
it.**

**Innovation can
also come from
looking internally.**

**Streamline your
business to sell
more flowers.**



Summary:

**Look at the world beyond
your industry.**

**Think about your true
value in the market.**

**Get out of your office and
into the customer's life.**

Q&A

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