

# Harvesting Ideas for Innovation

**Jeff Hoffman**  
*ColorJar*

**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.**



**Absorb the world.**

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

**Collect data points.**

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



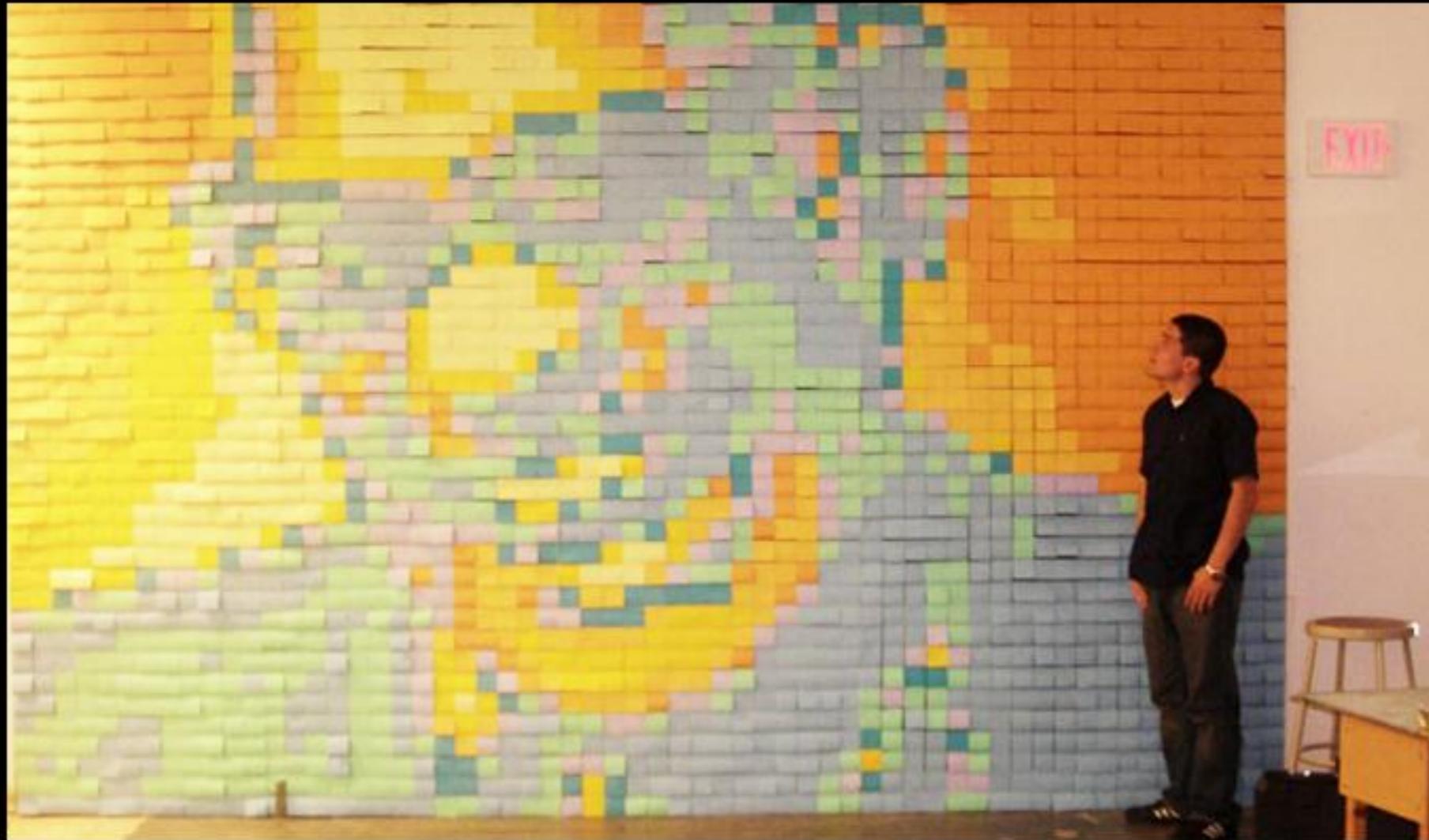


Photo courtesy of [www.womansday.com](http://www.womansday.com)

**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?

flights

hotels

cars

vacations

cruises

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city or airport

check-in



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rooms

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Union Square East San Francisco, CA	★★★★	\$181
Universal Orlando Resort A...	★★★	\$75
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	★★41/2	\$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



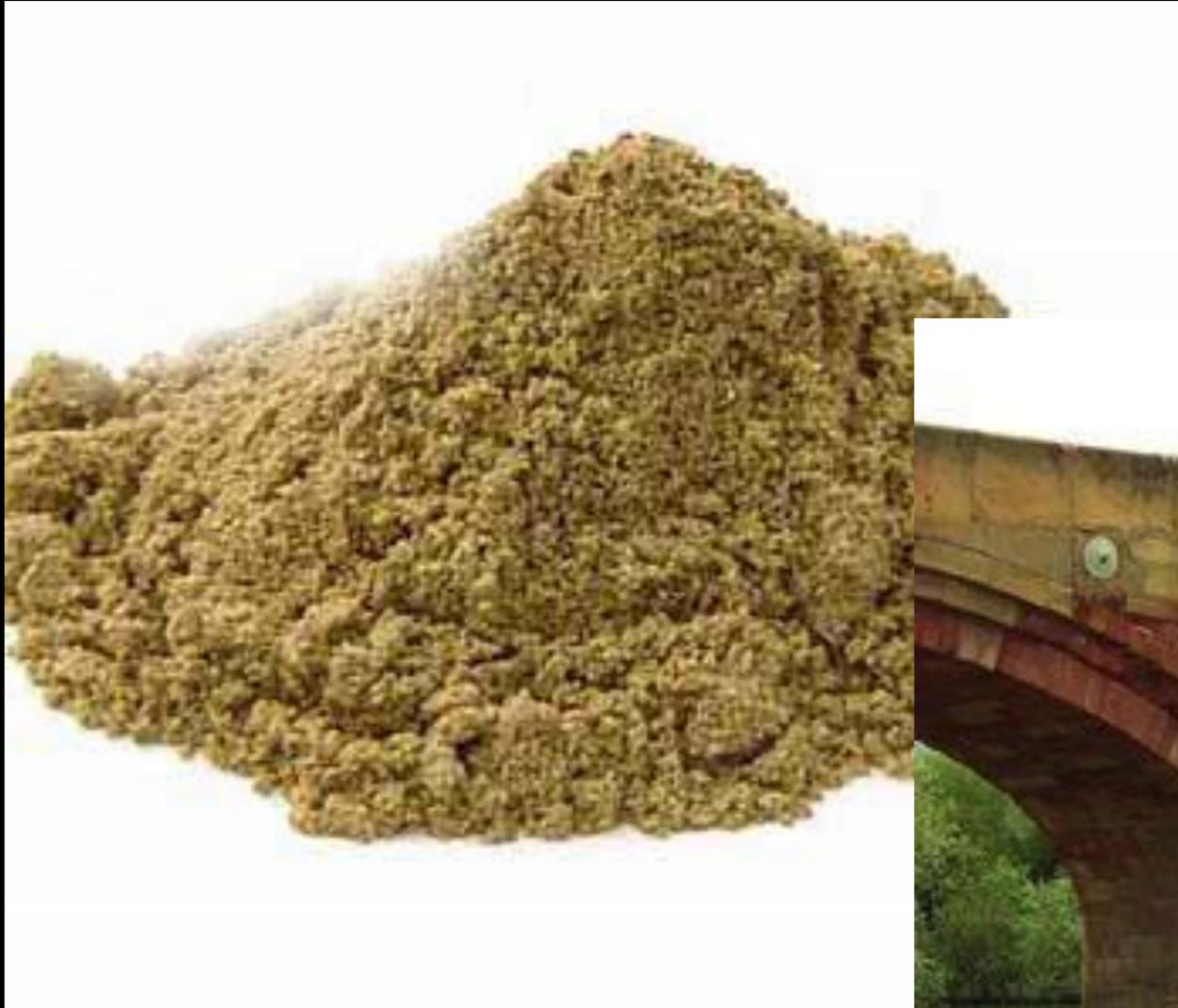
# My sister's wedding



# Selling sand



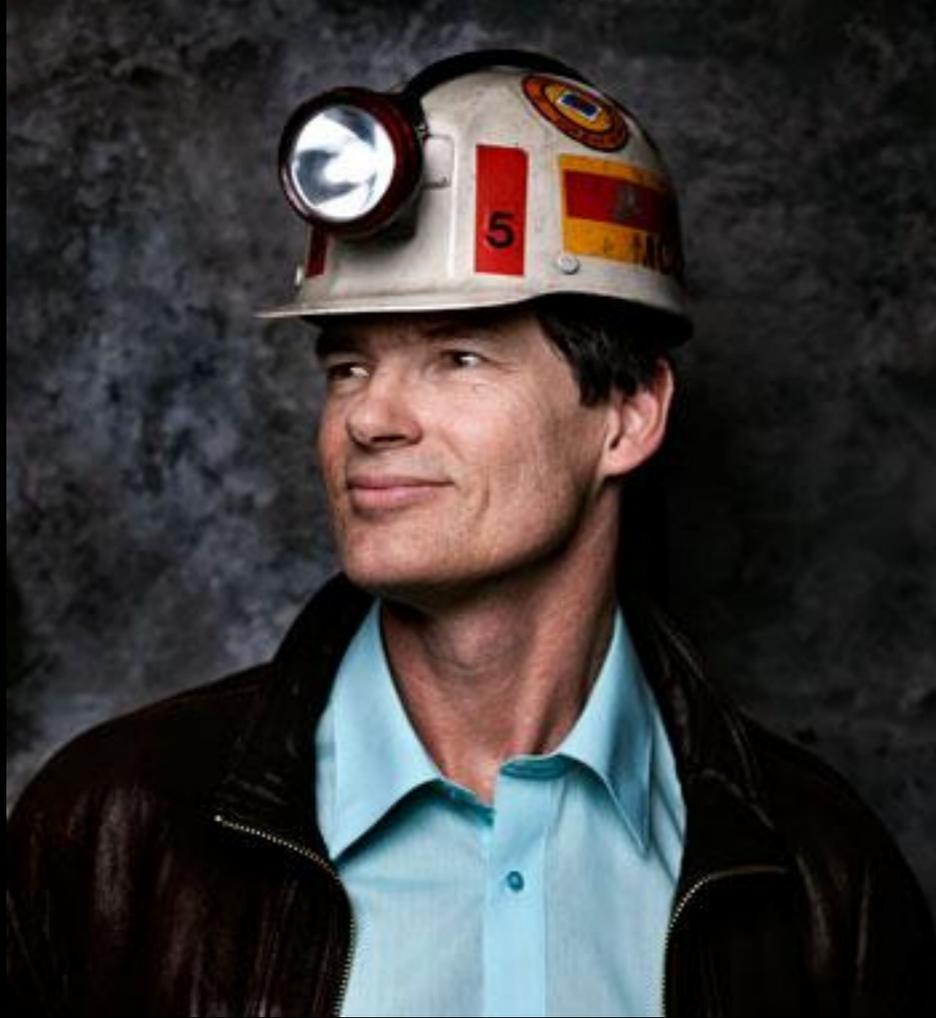
# Building bridges



**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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