



Concorso “Pedriali” XXIII Edizione

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Thinking of you
Electrolux

Innovation Paradoxes



The End of the Line.

"We wanted flying cars, and we got 140 characters"

Are there any real technologies left to develop, or have we reached the end of the line, a sort of technological equivalent end of history?

Webpage "Founders Fund "

- San Francisco based venture capital investment firm

Innovation Paradoxes

Trivial Toys.

“You promised me Mars colonies. Instead I got Facebook.” - Buzz Aldrin, the second person to walk on the Moon.

Where is our bright and shiny future?

We have stopped solving big problems.

Cover Page “MIT Technology Review” Oct 2012



Innovation Paradoxes



Growth

The great innovation debate

Fears that innovation is slowing are exaggerated, but governments need to help it along

Jan 12th 2013 | From the print edition



Alamy/Shutterstock

Innovation Pessimism

“Can we invent something as useful as wc?”

The idea that innovation and new technology have stopped driving growth is getting increasing attention...

Cover Page “The Economist” Jan 2013

Innovation Spirit

*The Innovation F-word
“Fail fast. Fail cheap. Fail early.”*



*The development of a successful new product, service, or business
is often the result of lots of learning from lots of failures.
The key is to fail fast and fail cheap.*

What is Innovation



- *Innovation is a **new value for consumers** - new product or service.*

What is Innovation

- *Innovation is **new business**, the transformation of the consumer value into **economic value***



What is Innovation



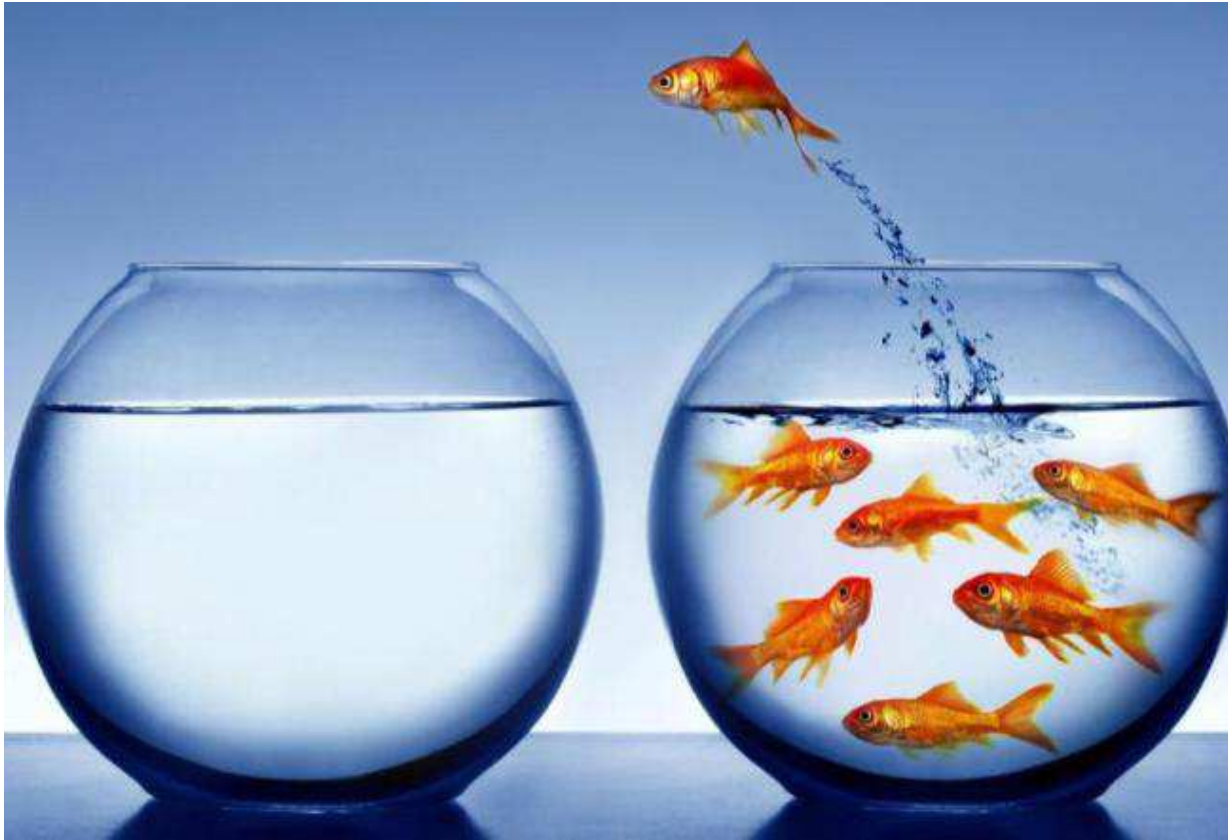
- *Innovation is a new value for which consumer or customer is willing to pay a **premium price***

What is Innovation

- *Ideas x Execution x Adoption = Innovation*
- *Vision (Ideas x Execution x Adoption) = Strategic Innovation*
- *Courage*

Innovation Challenge

*Is your ocean **true blue** or **bloody red**?*



Innovation Challenge



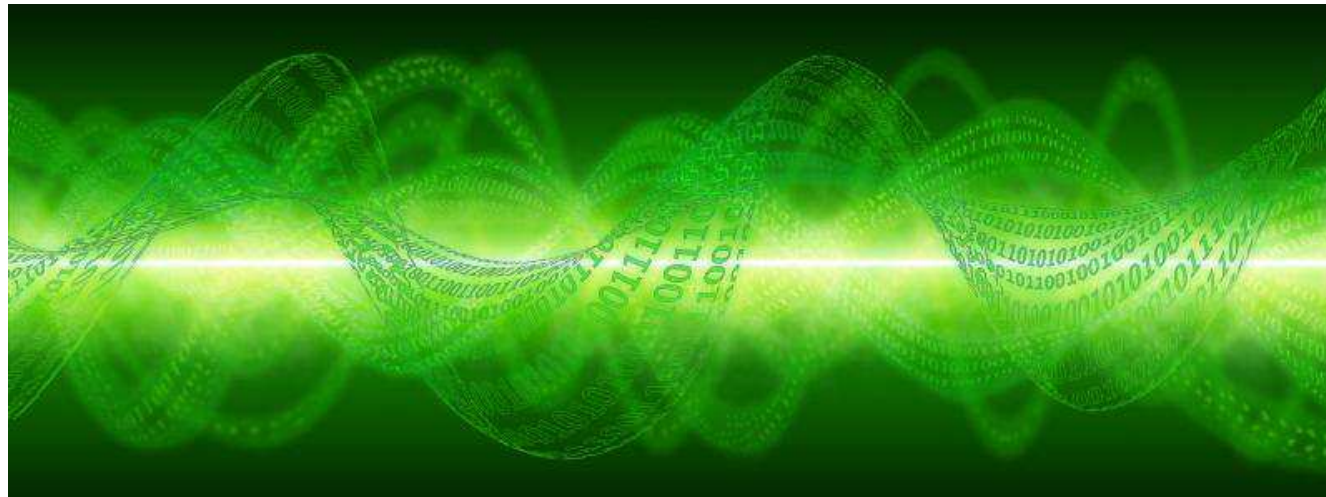
*“The real voyage of discovery consists
not in seeking new landscapes,
but in having new eyes. “
Marcel Proust*

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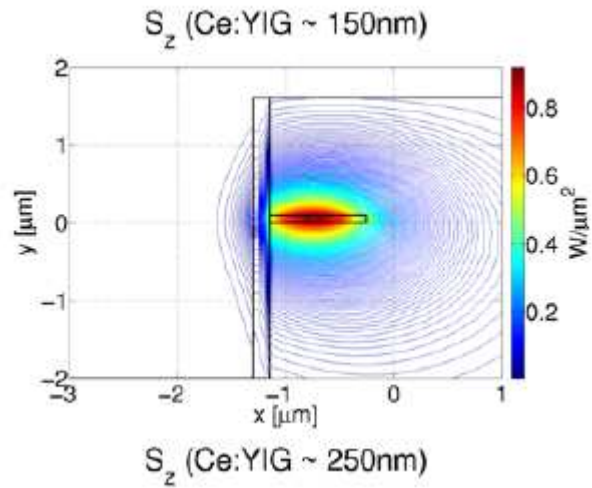


...Communication

Photonics Technology...

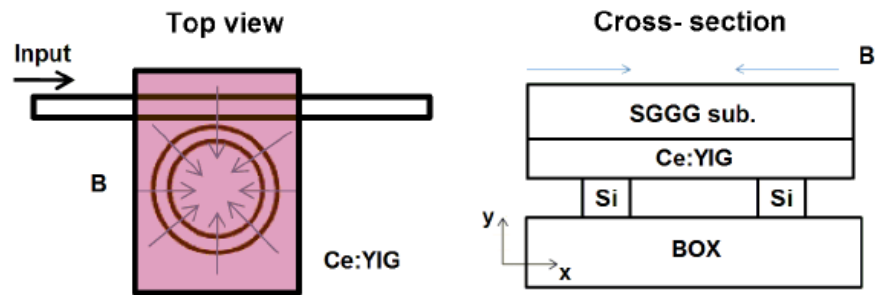


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...Simulations

New Technical Solutions...



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*Congratulation to Paolo
from Electrolux team*



Thinking of you
Electrolux