

FROM GREAT IDEAS TO SUCCESSFUL INNOVATION

A 45 minute crash course for the ambitious



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**FREE
EARLY STAGE
INNOVATION SUPPORT**

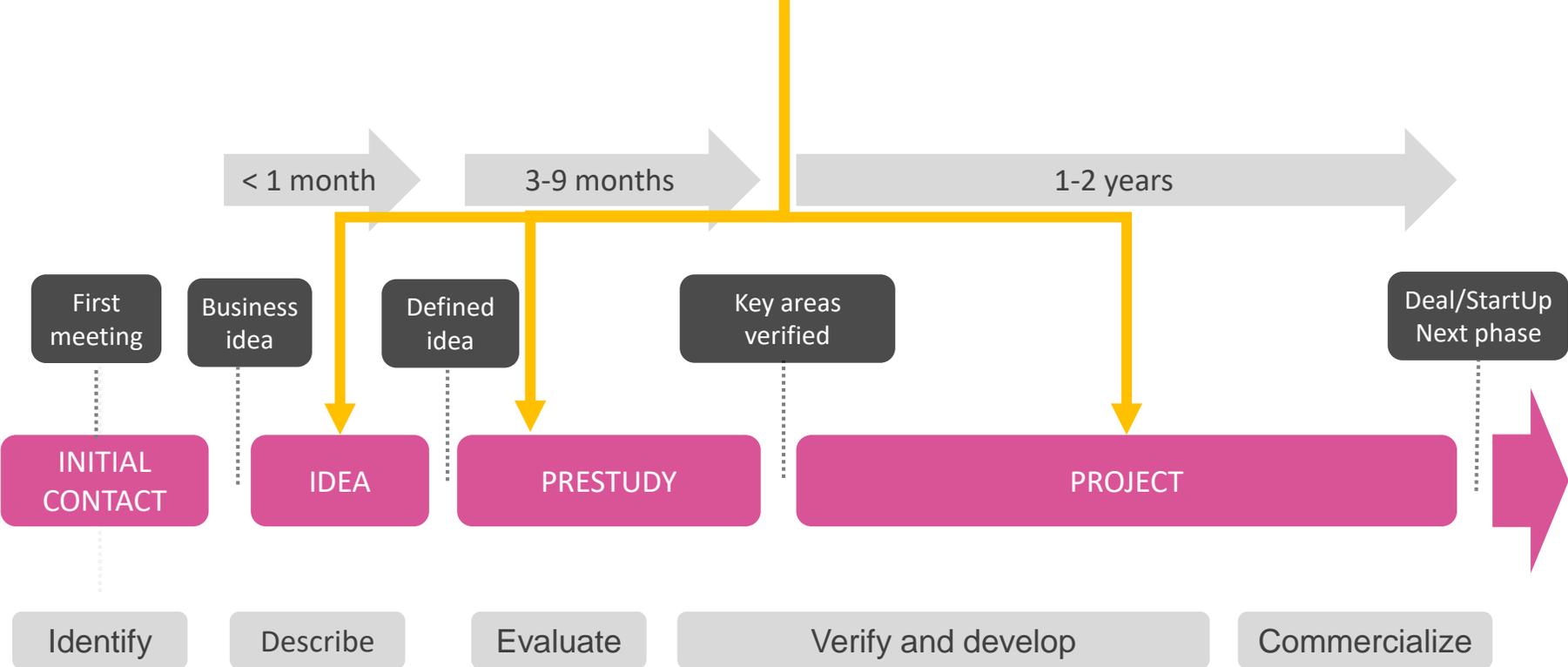
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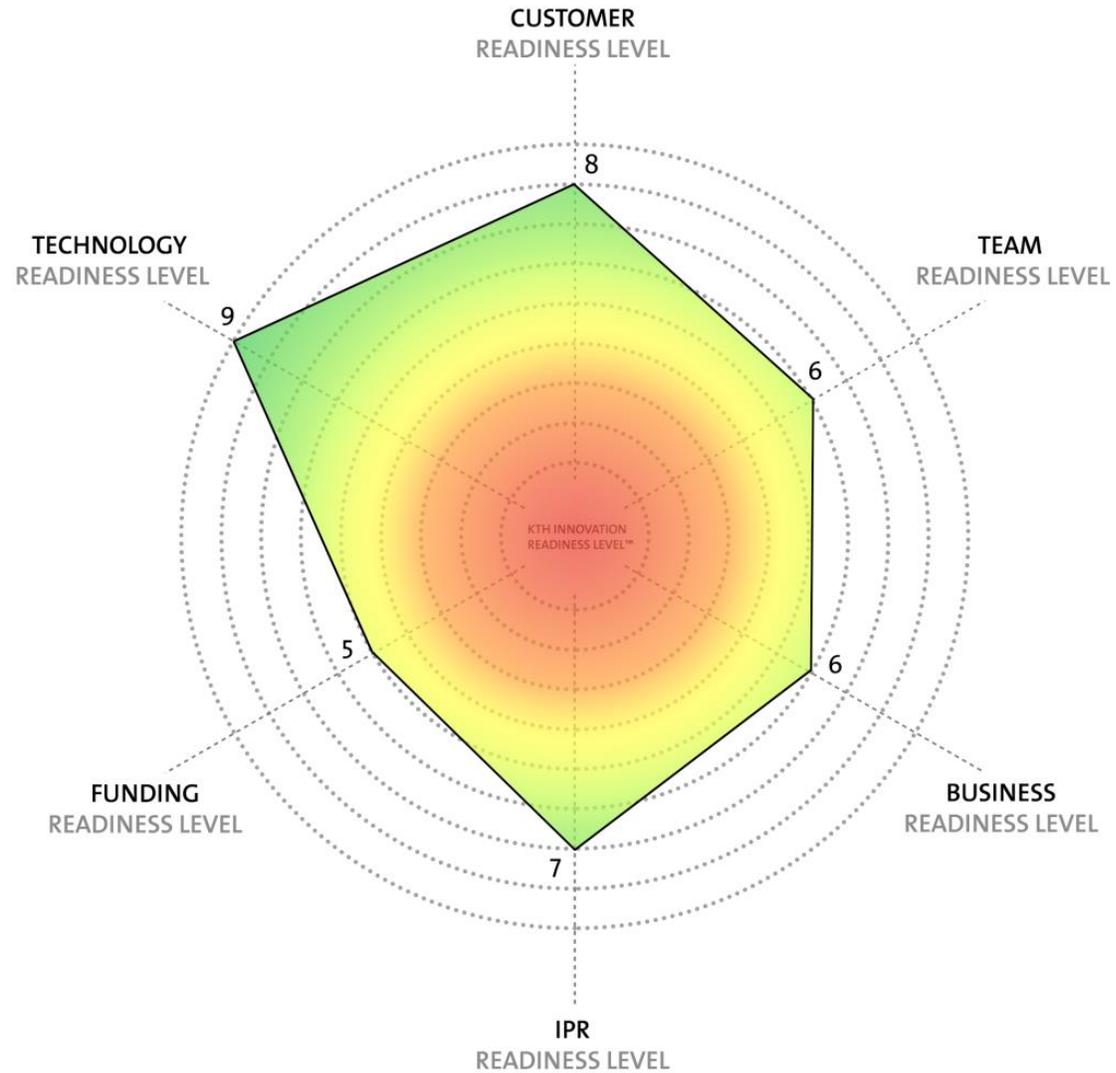


Innovation Center 2019

Funding for Prototyping & Market validation



KTH INNOVATION READINESS LEVEL™



CUSTOMER & NEED





R&D - RESEARCH & DEVELOPMENT

Apple Buys Siri to Increase Competition with Google



Evan Selleck - Apr 28, 2010



R&A - RESEARCH & AQUISITION

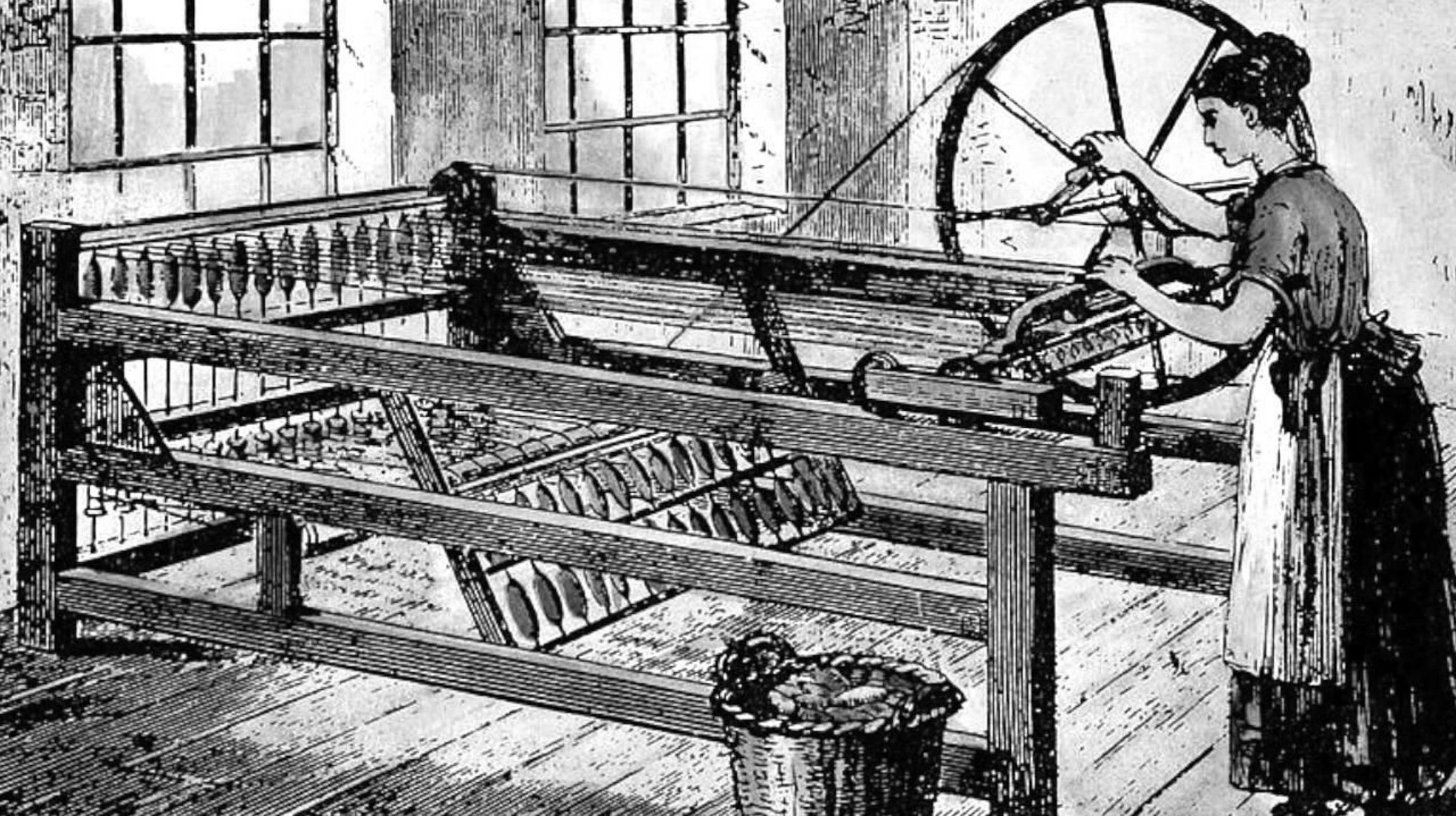


R&C - RESEARCH & COLLABORATION

A man in a dark suit, white shirt, and red tie stands against a grey brick wall, looking upwards with a concerned expression. He is holding a large, rectangular cardboard sign. To his right, a young girl with long brown hair, wearing a white t-shirt with a colorful pattern, looks down with a sad expression. Her hand is resting on the man's arm. The sign is held in front of them, partially obscuring the man's torso.

ROBOT TOOK MY JOB
WILL WORK
FOR FOOD





What is the machine code to Diane?

**For which place do you mean? I have
three different machine codes here;
home, work and portable**

What is the phone number to Diane?

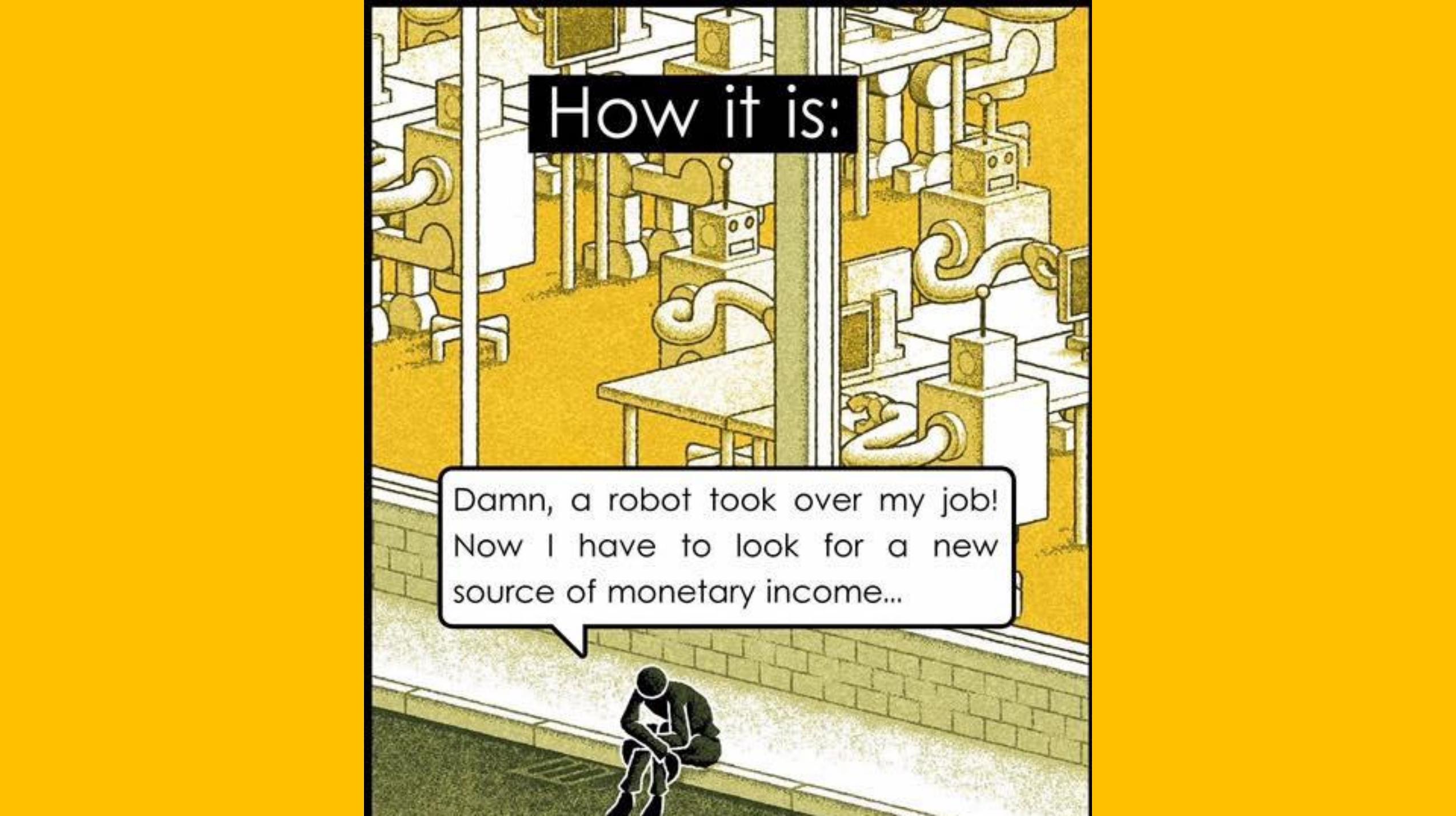
**For which place do you mean? I have three
different numbers; home, work and cell**



The ideas we have about our future formulate the way we move forward. So it's very important that we have the most positive view of what the future can be.

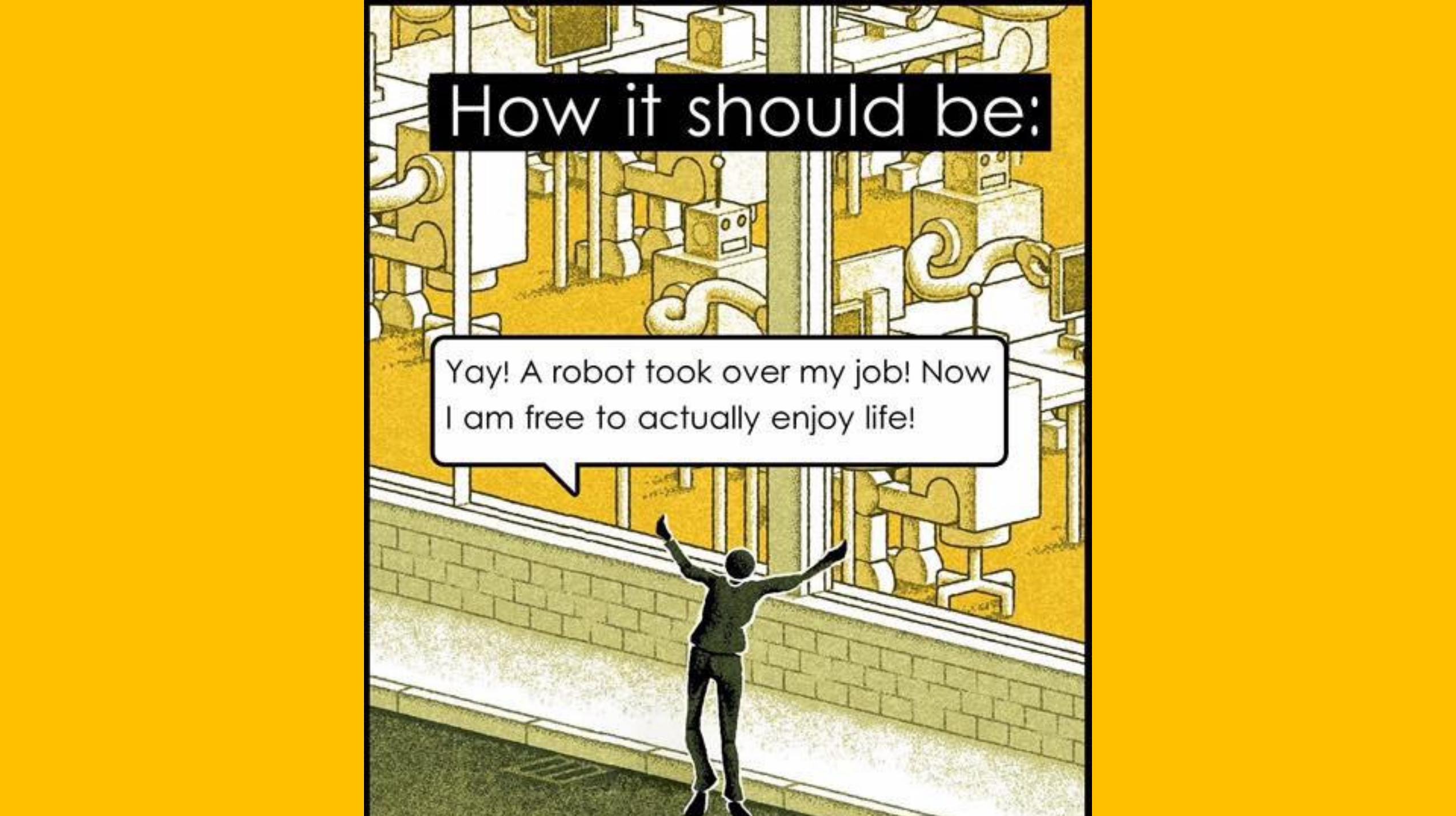
That way, we're forced to look at where we actually want to go, not at where we're frightened that we might end up.

Douglas Adams

A cartoon illustration showing a person sitting on a sidewalk, looking into a window of a factory. Inside the factory, several robots are working at desks. The scene is set against a yellow background.

How it is:

Damn, a robot took over my job!
Now I have to look for a new
source of monetary income...



How it should be:

Yay! A robot took over my job! Now I am free to actually enjoy life!





Mac

iPad

iPhone

Watch

TV

Music

Support



Apple Heart Study

[Download app](#)

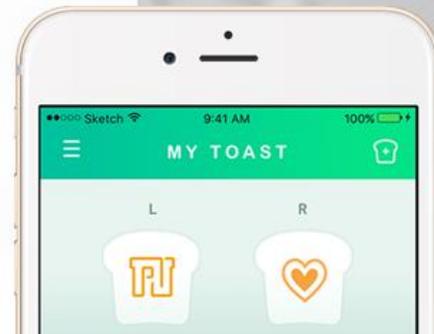


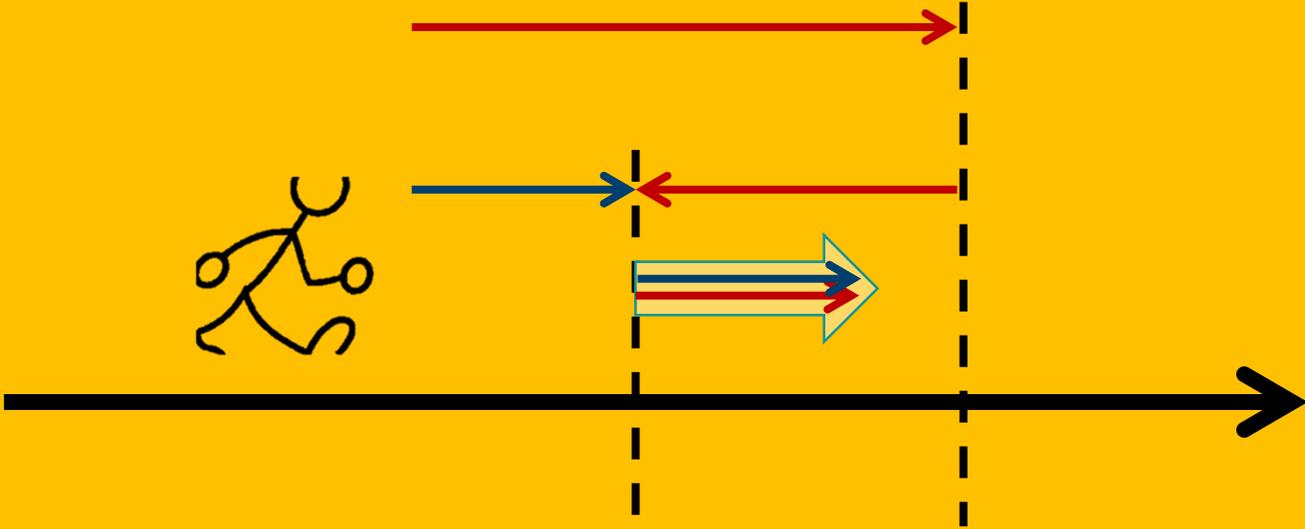
Apple Heart Study

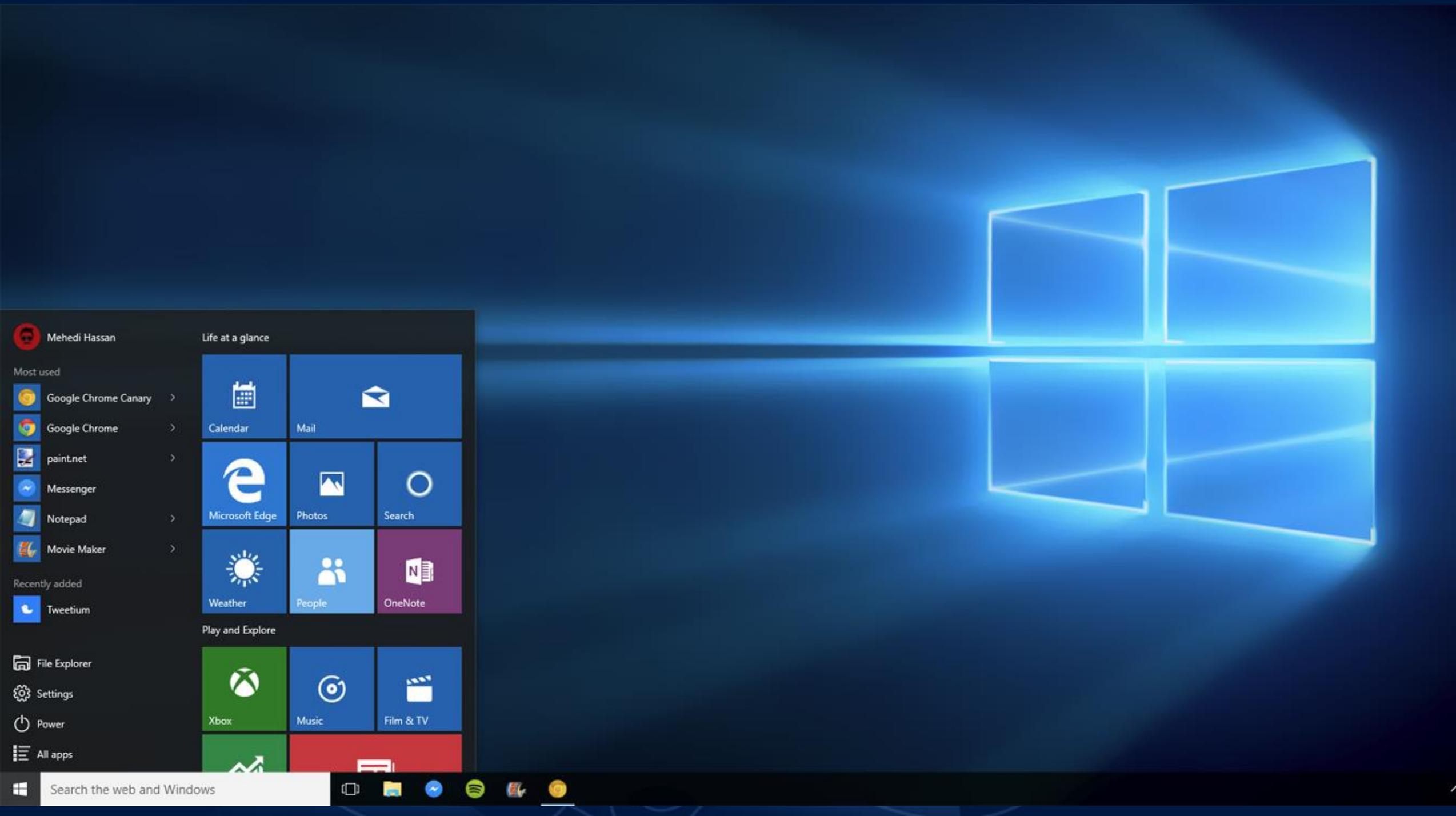
In partnership with  **Stanford** | MEDICINE



TOASTEROID







Mehedi Hassan

Life at a glance

Most used

- Google Chrome Canary >
- Google Chrome >
- paint.net >
- Messenger >
- Notepad >
- Movie Maker >

Recently added

- Tweetium

Calendar	Mail	
Microsoft Edge	Photos	Search
Weather	People	OneNote
Xbox	Music	Film & TV

Search the web and Windows

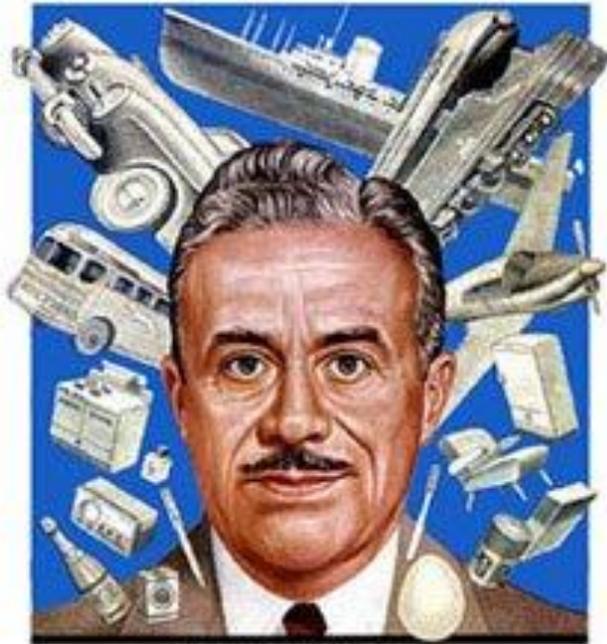
- File Explorer
- Messenger
- Spotify
- Chrome

TWENTY-CENTS

OCTOBER 31, 1949

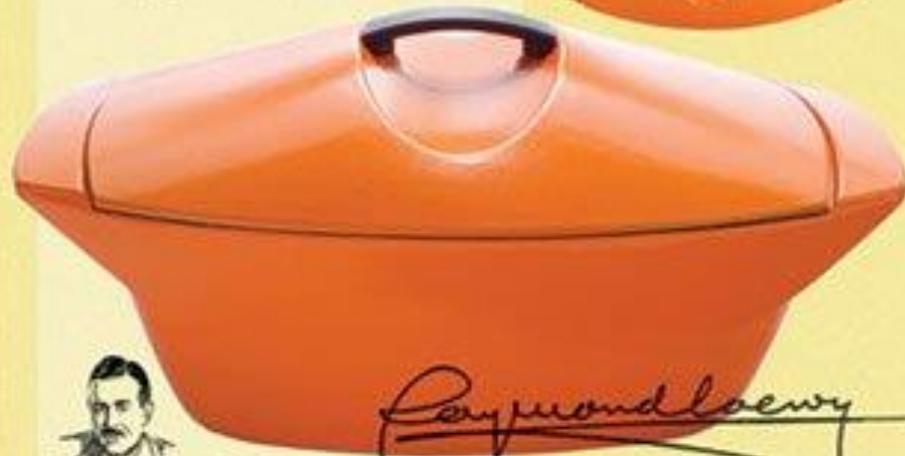
TIME

THE WEEKLY NEWSMAGAZINE



DESIGNER RAYMOND LOEWY
He streamlines the auto curve.

Raymond Loewy Limited Edition Coquelle Oven



Raymond Loewy

Originally designed in 1958 by famed industrial designer Raymond Loewy we have brought back this innovative rectangular 4.75 Qt. Coquelle oven as a limited edition item available for our 80th Anniversary Event.

Quantities are very limited so act quickly for best selection.

1958

Coquelle
FONTE EMAILÉE



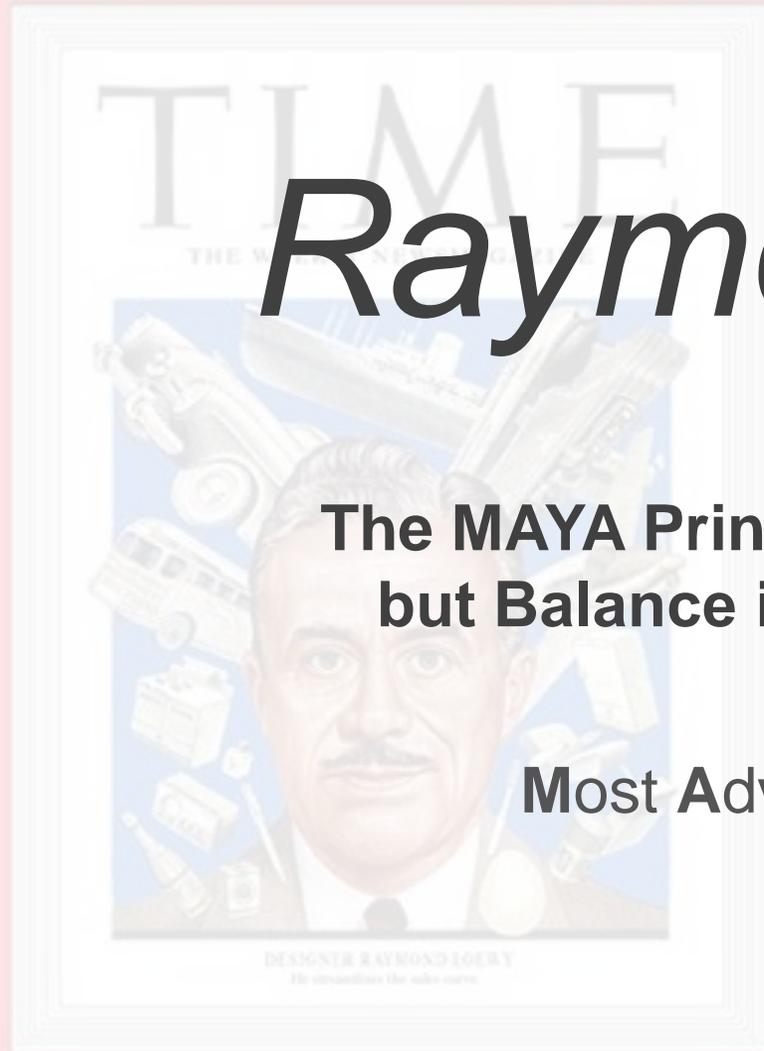
Raymond Loewy Limited Edition Coquelle Oven
Now you can own a piece of history.
4.75 Quart Coquelle Oven
available in Special Orange.

\$200.00

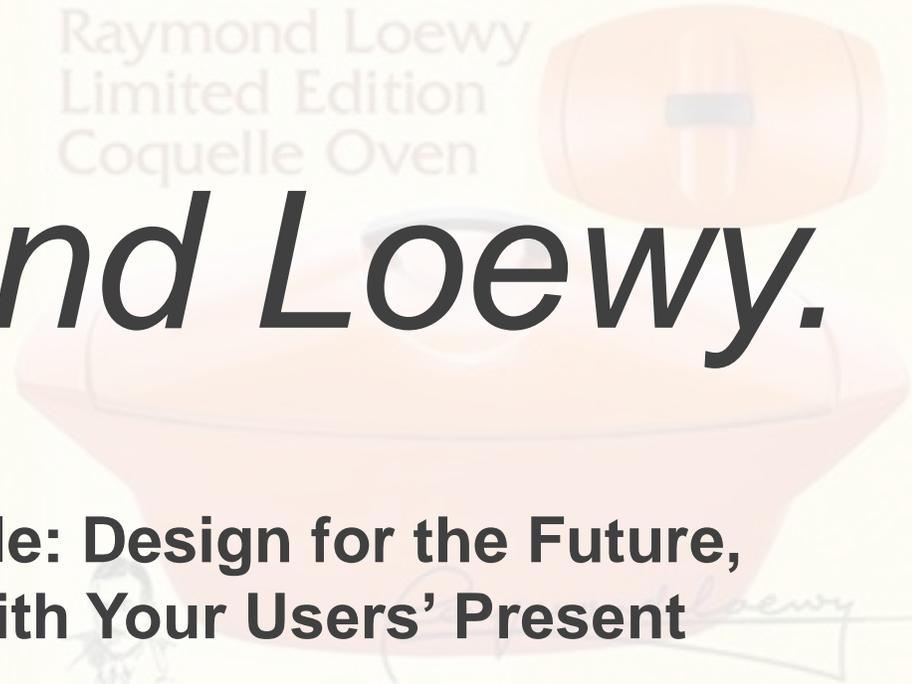
Raymond Loewy.

**The MAYA Principle: Design for the Future,
but Balance it with Your Users' Present**

Most Advanced Yet Acceptable



Raymond Loewy
Limited Edition
Coquette Oven



Originally designed in 1958 by famed industrial designer Raymond Loewy, we bring back this iconic piece as a limited edition from Loewy for our 80th Anniversary Event. Quantities are very limited so act quickly for best selection.



Raymond Loewy Limited Edition Coquette Oven
Now you can own a piece of history.
4.75 Quart Coquette Oven
available in Special Orange.

\$200.00



WOW COOL!

YOU MADE A 3D PRINTOUT OF THE SAVE ICON!



**But which idea
should I pick?**

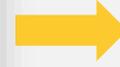
Innovation



Idea...



Invention...



Innovation!

Vitamins vs Morphine





CUSTOMER & NEED

$$\text{Customer value} = \frac{\text{Perceived benefit}}{\text{Cost}}$$

**NAME SOME
COMPETITORS TO
COCA-COLA**

**NAME SOME
~~COMPETITORS~~
ALTERNATIVES TO
COCA-COLA**

- **Pepsi (*cola*)**
- **Dr Pepper (*a different kind of cola*)**
- **Soda (*refreshing drink*)**
- **Coffee (*caffeine*)**
- **Beer (*socialising*)**
- **Water (*thirsty*)**
- **Nothing (*not so thirsty after all*)**
- **Fruit (*refreshing enough*)**

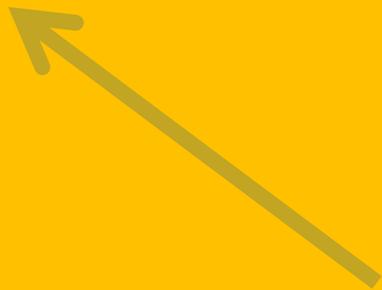
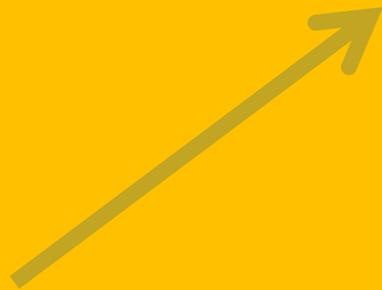
What's going on in the world?

What are the customers going to want to buy?



Innovation Sweet Spot

**Timing, not time,
to market**

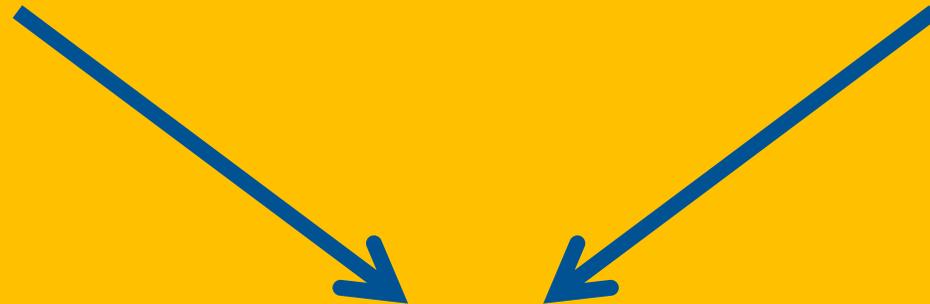


What can/could we do?

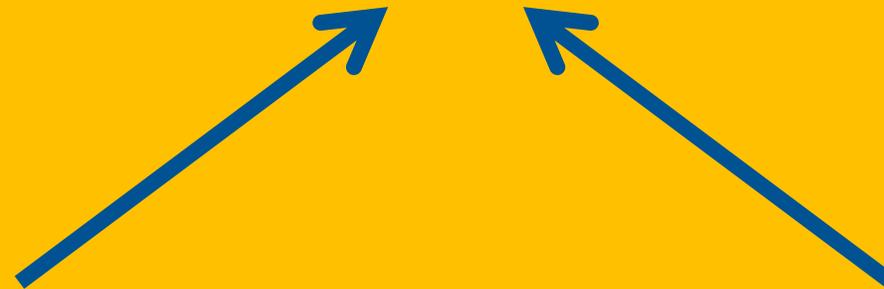
What do we want to do?

What's going on in the world?

What are the customers going to want to buy?



Innovation Sweet Spot



What can/could we do?

What do we want to do?

Future demand?

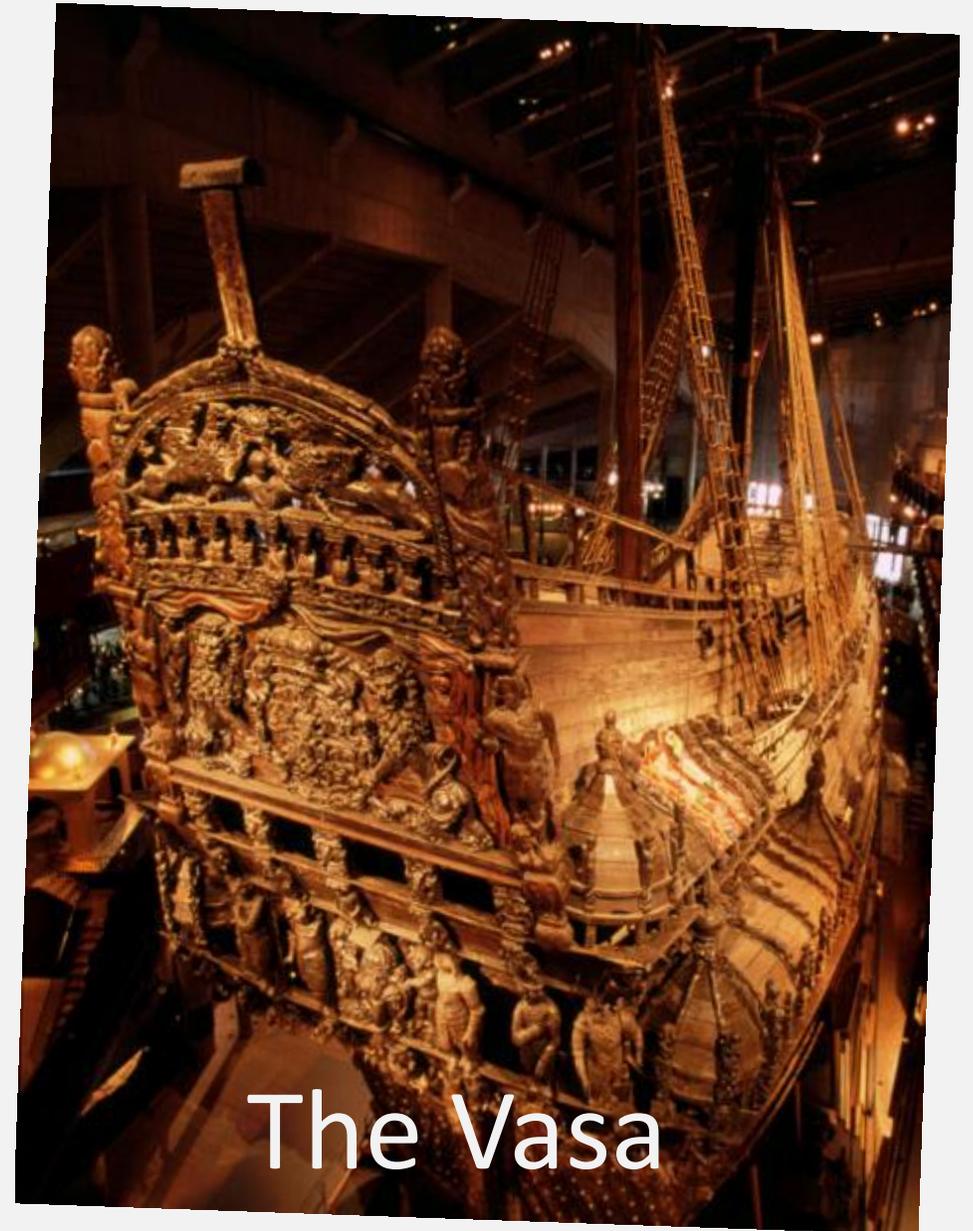


In 1832 the Swedish state planted 300 000 oaks on Visingsö to secure future need for the navy

**When the timber was ready in 1975, the Swedish navy said
no thanks...**



Mackmyra Whisky



The Vasa



”4 minute monsters”



**“We don’t like their music, and
guitar music is on the way out
anyway...”**

*Decca Recording Company, no thank you, **The
Beatles, 1962***

“We don’t need you, you haven’t even graduated collage...”

Hewlett Packard to Steve Jobs, who founded Apple instead.

“

.....

.....

”

.....

NN at the Blue Biotech conference, Greifswald 2018.

All the links!







CONTEXT

Share of mind

Share of time

Share of wallet

C₆



COST & REVENUE



Path to profitability

C₆



COMPETENCE & TEAM

Look for “infected” people

Hire people better than yourself

The shopping center test

C₆

What is a business model?

How you create and deliver value

What are you selling?

To Whom?

Why are they buying?

How do you sell it?

How do you make money?

Business plan?

Så skriver Du en vinnande affärsplan

En praktisk handledning

Andra, omarbetade utgåvan

1. Affärsidé.
2. Affärsmodell.
3. Affärssystem.
4. Aktiviteter.
5. Avtal.
6. Belöningsystem.
7. Bilagor.
8. Datasäkerhet.
9. Distribution.
10. Ekonomisk situation – nuläge.
11. Ekonomisk utveckling – prognos.
12. Exit.
13. Finansiering.
14. Försäljning.
15. Historik.
16. Investeringar.
17. Kapitalbehov.
18. Konkurrenter.
19. Kostnadsstruktur.
20. Kunder.
21. Kundnytta.
22. Ledningsgrupp.
23. Legal organisation.
24. Leverantörer.
25. Licenser.
26. Lokaler.
27. Marknad.
28. Medarbetare.
29. Miljö.
30. Mål.
31. Nyckelmedarbetare och experter.
32. Operativ organisation.
33. Patent.
34. Prissättning.
35. Probleminventering.
36. Produktionsorganisation.
37. Produktionsmetodik.
38. Produktionsekonomi.
39. Produktsortiment.
40. Produktutveckling.
41. Revisor.
42. Riskanalys.
43. Sammanfattning
44. Samverkanspartners.
45. Service.
46. Strategier.
47. Styrelse.
48. Tvister.
49. Vision.
50. Ägare.



Alexander Osterwalder

The Business Model Canvas

Designed for:

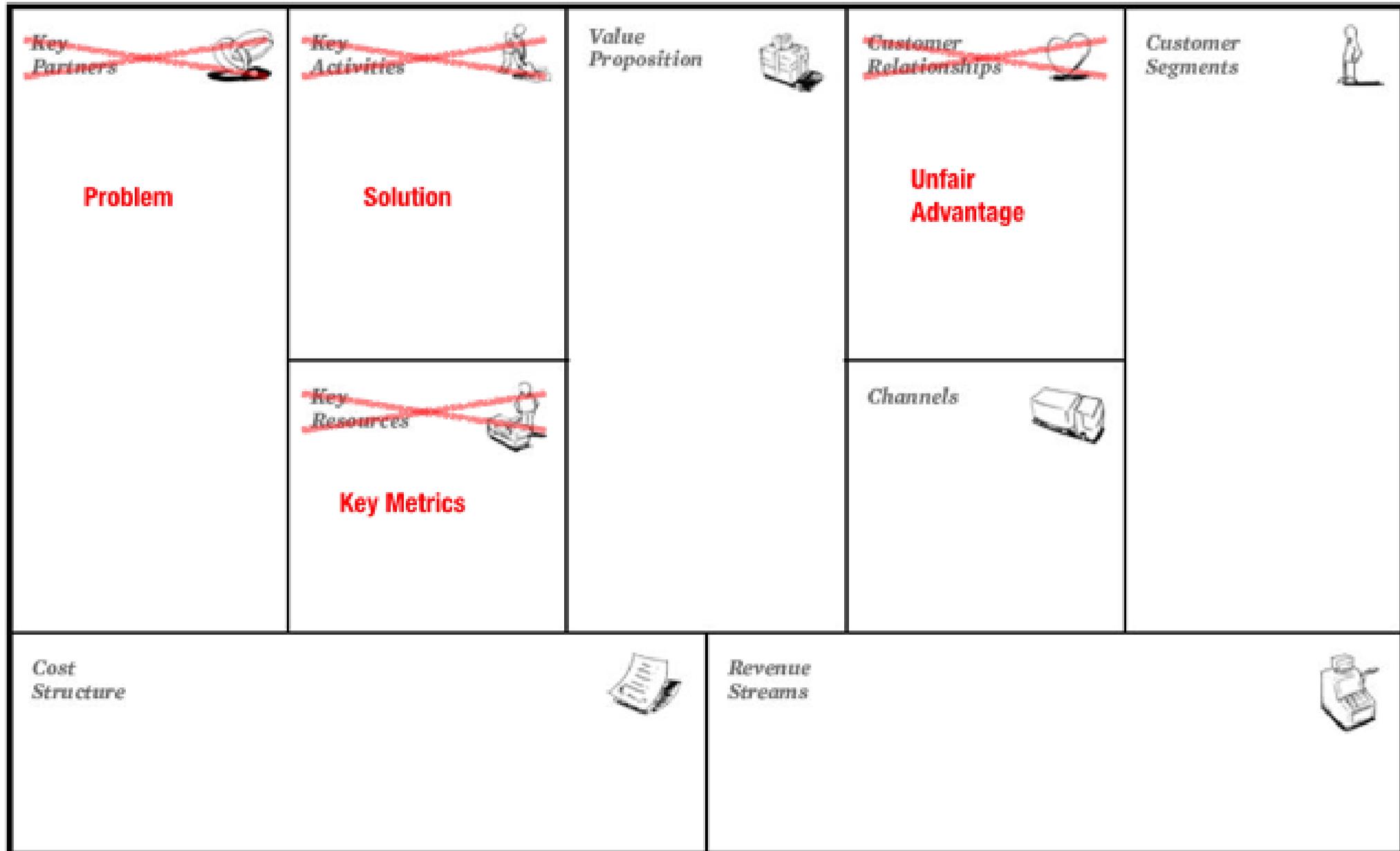
Designed by:

Date:

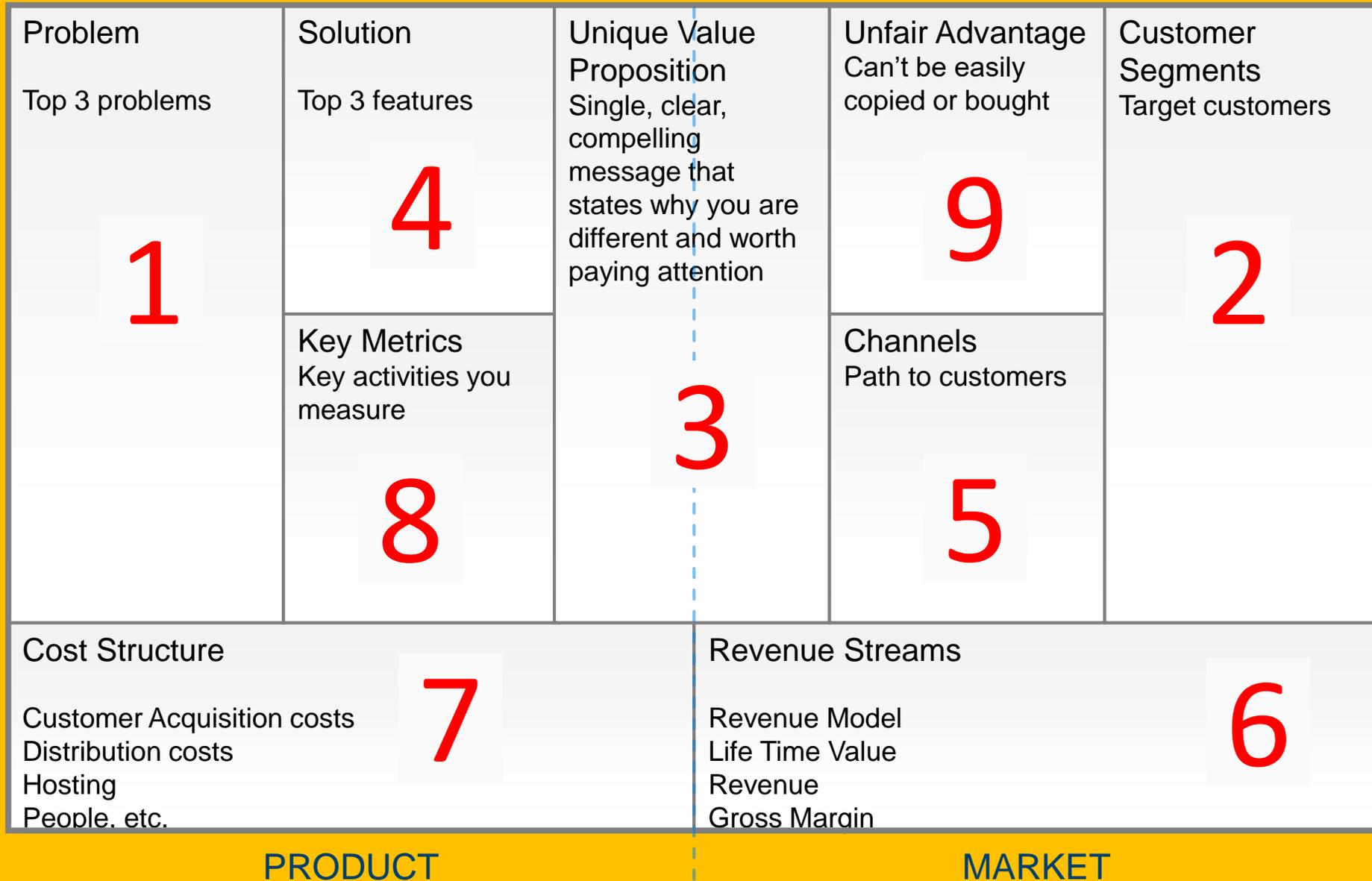
Version:

<p>Key Partners </p>	<p>Key Activities </p>	<p>Value Propositions </p>	<p>Customer Relationships </p>	<p>Customer Segments </p>
	<p>Key Resources </p>		<p>Channels </p>	
<p>Cost Structure </p>			<p>Revenue Streams </p>	

Business model canvas → Lean Canvas



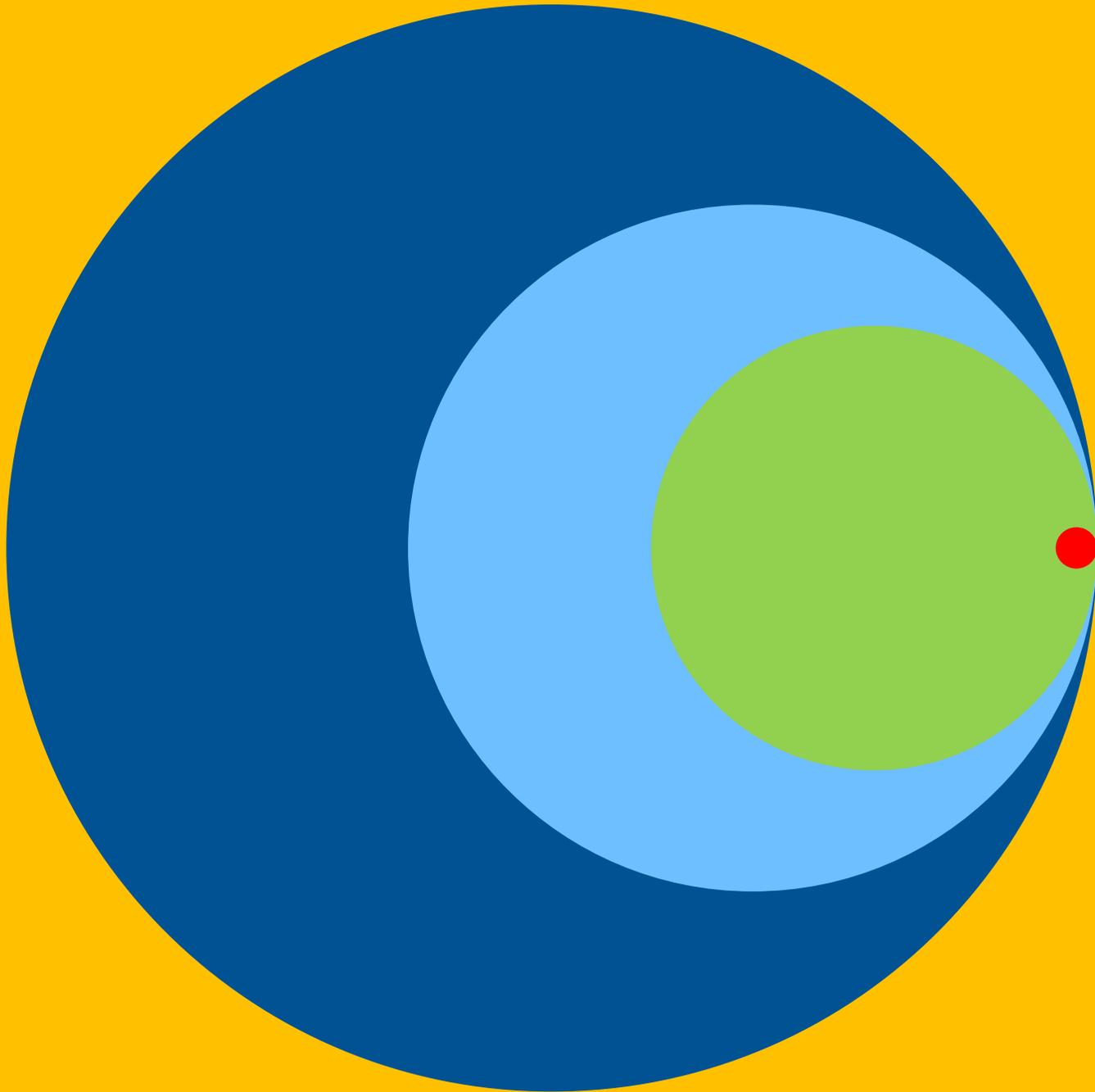
Lean Canvas



1. Problem

- Is there a problem worth solving?
- What are the customers/users perceived problem/s?

Customers and segments



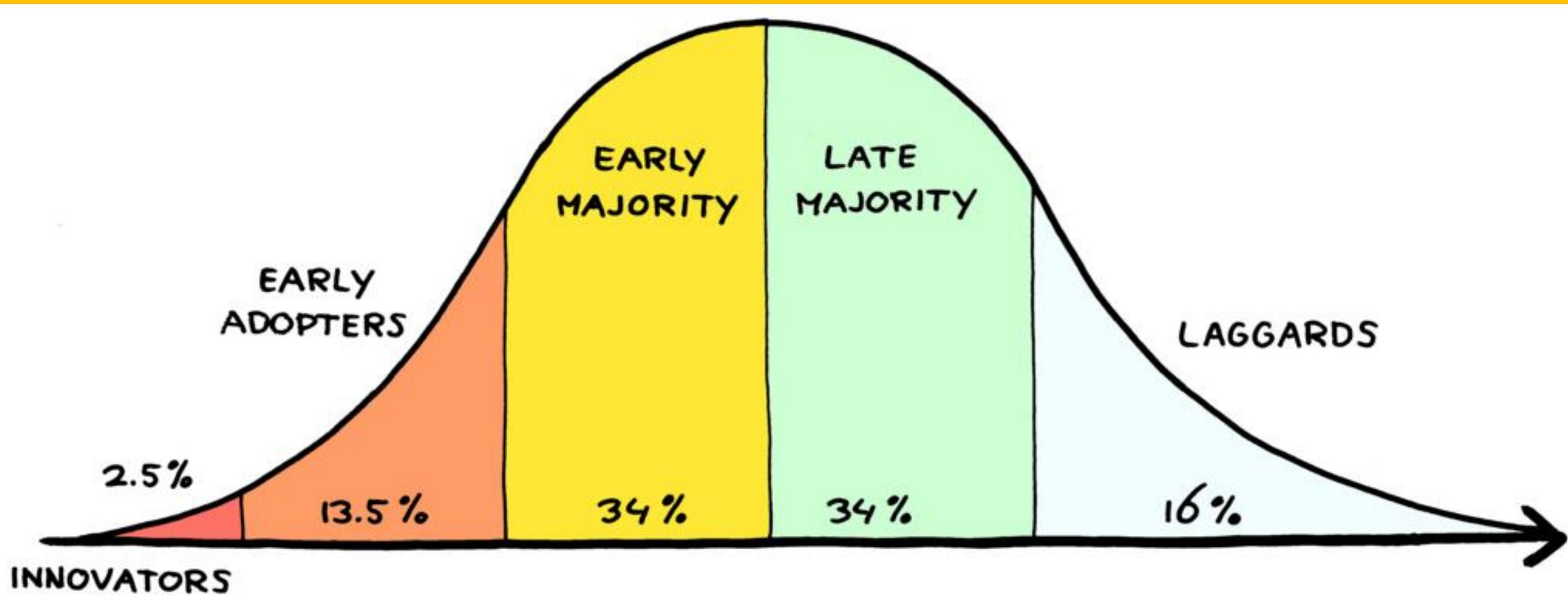
TAM Total Available Market

SAM Serviceable Available Market

SOM Serviceable Obtainable Market

FOM First Obtainable Market

Rogers innovation adoption curve

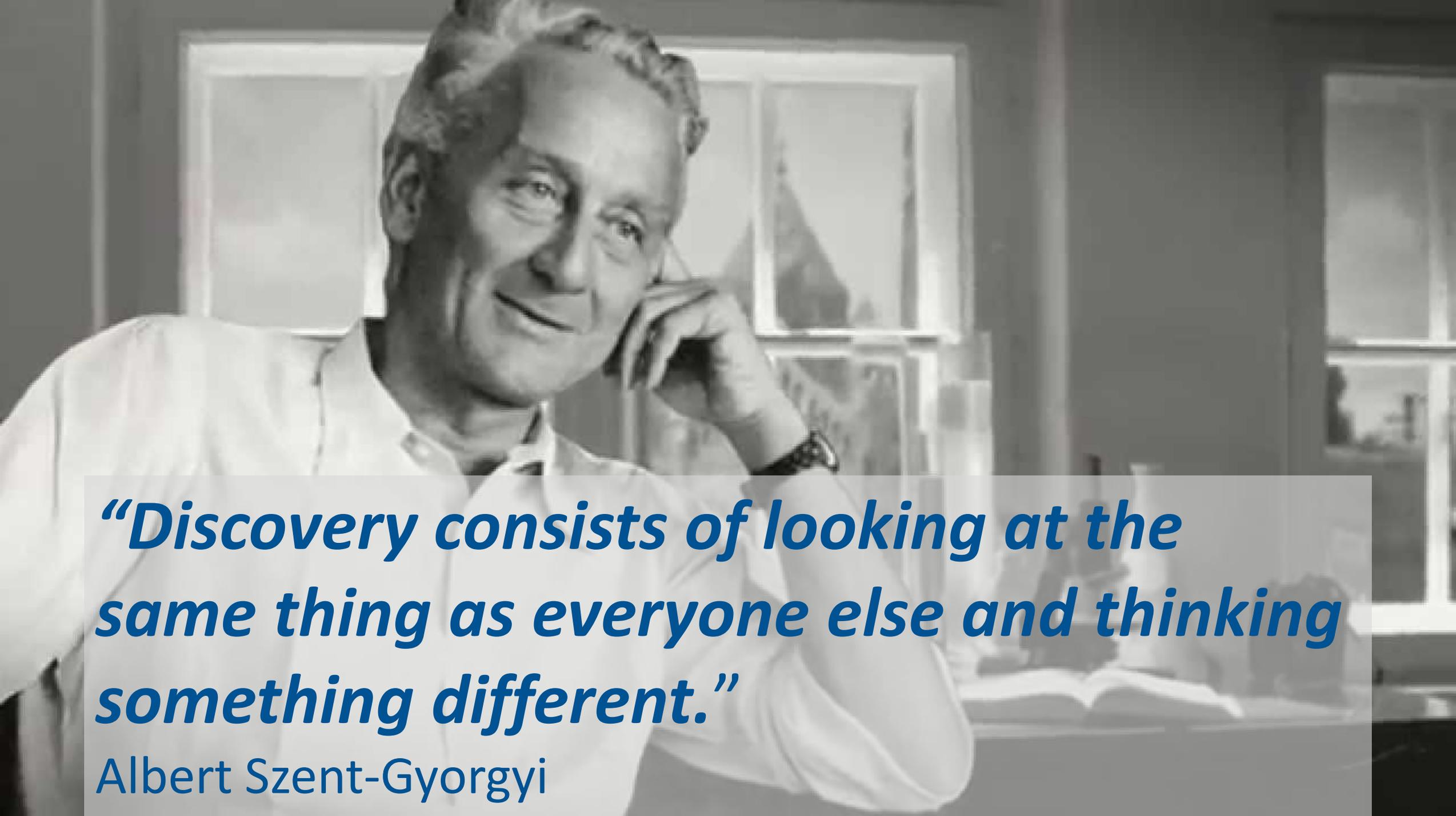


FOM “Early adopters”

Homogenous

Reachable and workable

Profitable, directly or indirectly



“Discovery consists of looking at the same thing as everyone else and thinking something different.”

Albert Szent-Gyorgyi

Being ~~right~~

Trying to get it right



Laila Ohlgren



Polhem Prize 2009







ENDING WORDS...



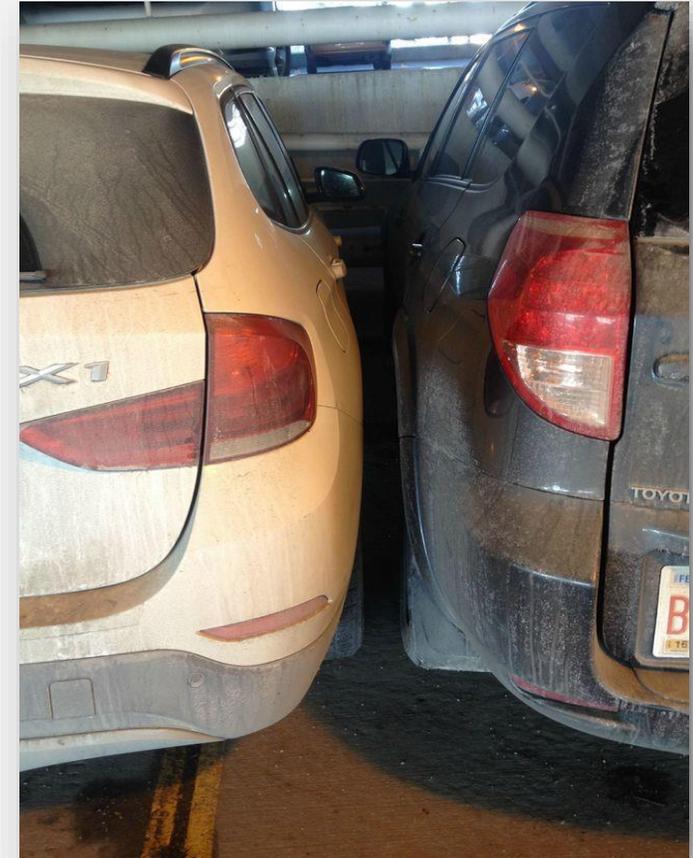


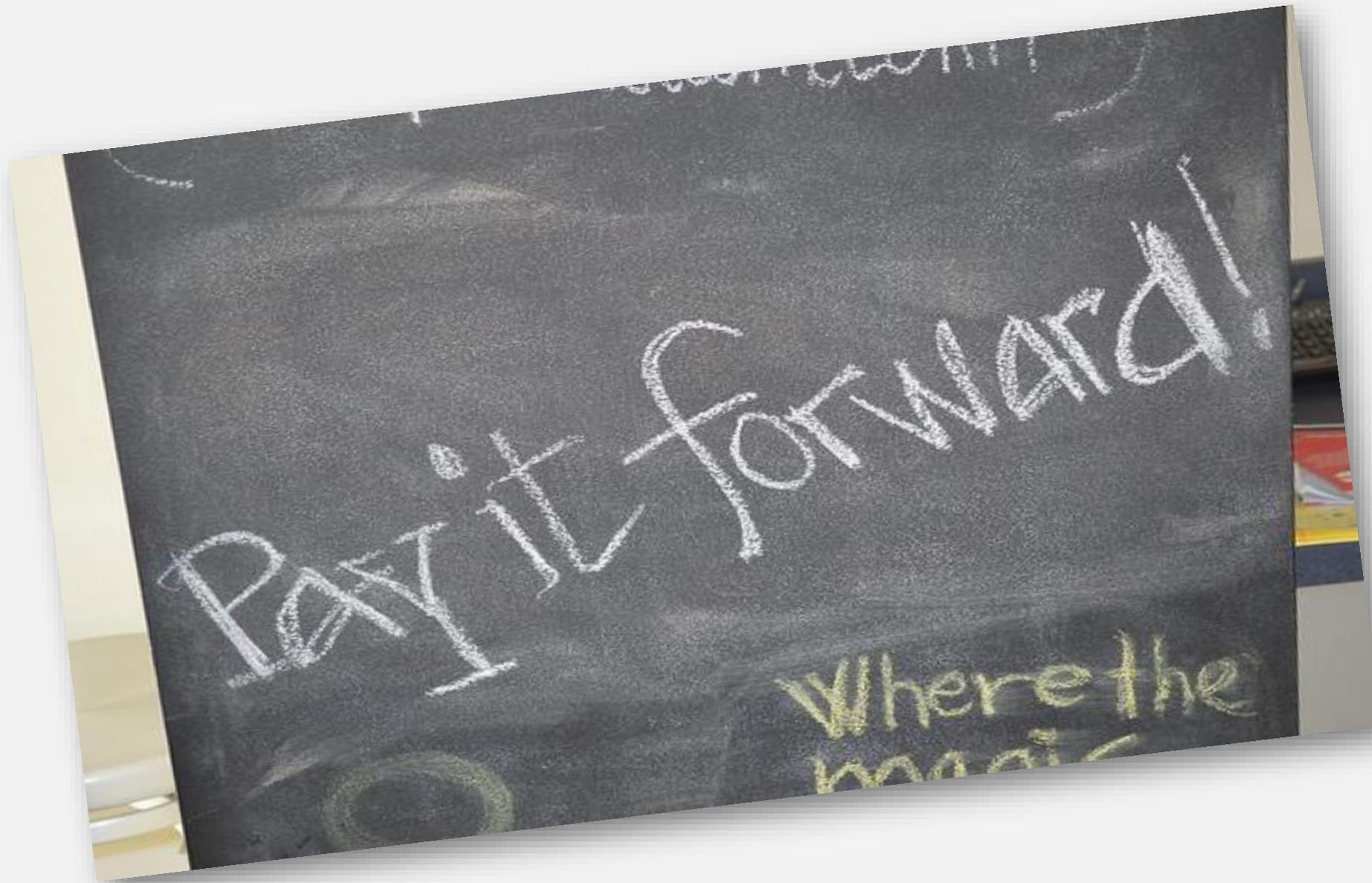
BE CURIOUS!

THAT'S AWESOME!



DON'T BE AN





THANK YOU!

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www.kth.se/innovation

innovation@kth.se