

OUR FUTURE IS INNOVATION



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PURPOSE OF TODAY

- Innovation & its definitions
- The importance of innovation
- From idea to pitch

“Innovation is the creation of something that improves the way we live our lives”
Barack Obama

“Innovation distinguishes between a leader and a follower”
Steve Jobs

WHAT IS INNOVATION?

“Innovation is often just considered as product innovation and not connected with other aspects of an organisation, such as the service features that go along with a product or the channels that a product is offered through. All non-product areas – including the company’s organisation structure or manufacturing processes can give it a competitive edge and, as such, can be areas of significant innovation.”

Scottish Enterprise

OFFICIAL DEFINITION

Innovation is more than
creativity and ideation.
Innovation means creating
value from ideas.

OUR DEFINITION

IMPACT OF INNOVATION

Question 1

Why is it important for companies to innovate?

Question 2

How do you foster innovation in a modern organisation?

Question 3

What happens if you fail to innovate?



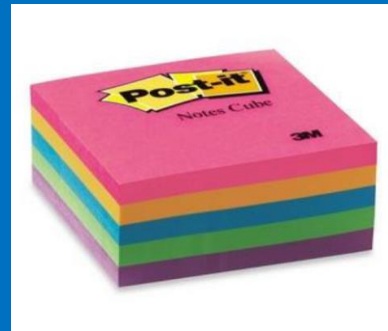
LEADERS VS FOLLOWERS



HOW TO **FOSTER** INNOVATION



LEARNING FROM FAILURES



“if you cannot fail, you cannot learn”
Eric Ries

Step 1: Identify a challenge

Step 2: Brainstorm possible solutions and select one.

Step 3: How would you commercialise your idea

Step 4: Prepare 1 minute pitch and present

WHAT IS YOUR CHALLENGE?



ELEVATOR PITCH

Very concise presentation of an idea covering all of its critical aspects, and delivered within a few seconds/minutes (the approximate duration of an elevator ride).

BUILD YOUR OWN PITCH



- Know your audience & adapt your pitch
- Be clear and concise – have a structure
- Use a hook- get the audience curious
- Clearly explain the problem
- Explain why your product/service is this better than the current solution?
- Make an ask
- Practice, practice, practice

OUR TIPS



LET YOUR IDEAS SOAR

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18