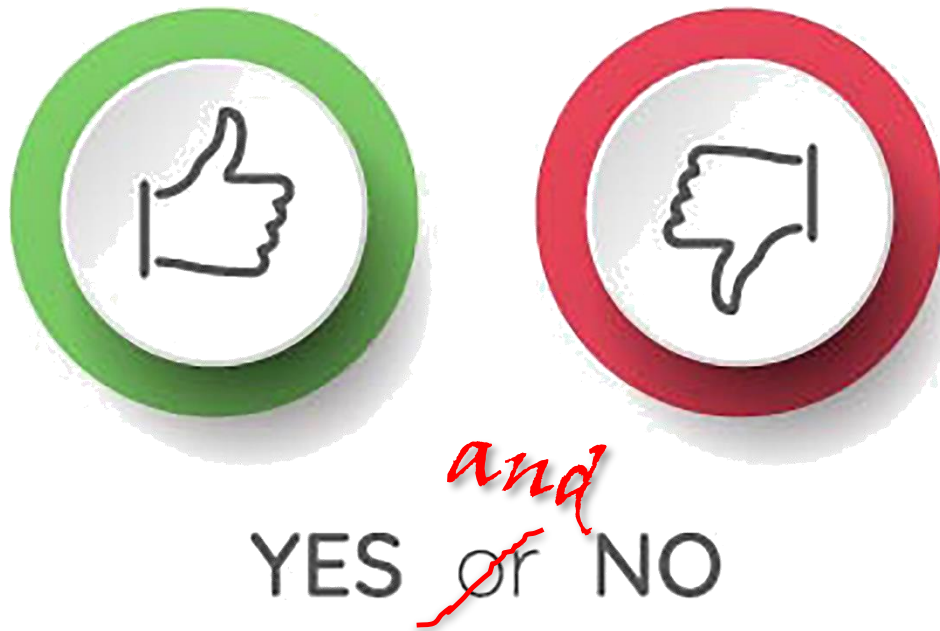




# Innovation = Enemy mine!

Why companies lose innovation power



Ingo Lewerendt – Head of Strategic Business Development



# About me



## Ingo Lewerendt

- 1970, Hamburg
- Married, 2 children
- Drumming, Photography, Paramotor
- Engineer of Electronics
- 1997: Machine Vision
- 2000: Product Manager
- 2012: NBD / Innovation



# What's that?

This is how a 12 year old boy describes it:



„It's like a laptop with integrated printer,  
but only with a Word app and no Wifi.“



# Conclusion?

Entire **PRODUCT GROUPS** leave the market.



Live means change.

The major mistake is to cling on something.



# R.I.P.

## Out of business examples



## Transportation „automated“



# R.I.P.

## Out of business examples



### Rotary Phone „digitalized“



# R.I.P.

## Out of business examples



## Audio / Video / Data „digitalized“





# R.I.P.

## Out of business examples



## Letters „digitalized“





# R.I.P.

## Out of business examples

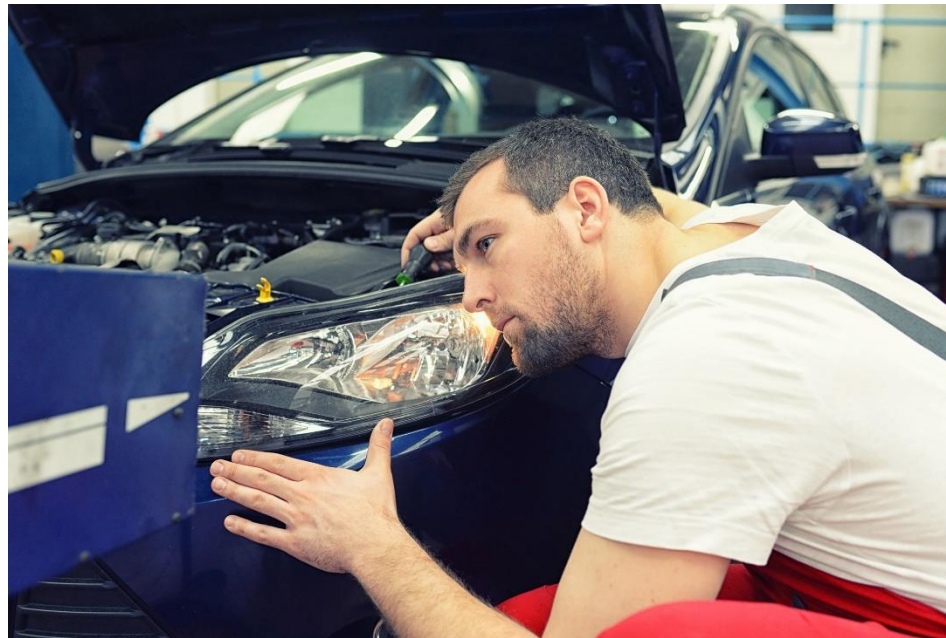


### Farming „automated“



# R.I.P.

## Out of business examples

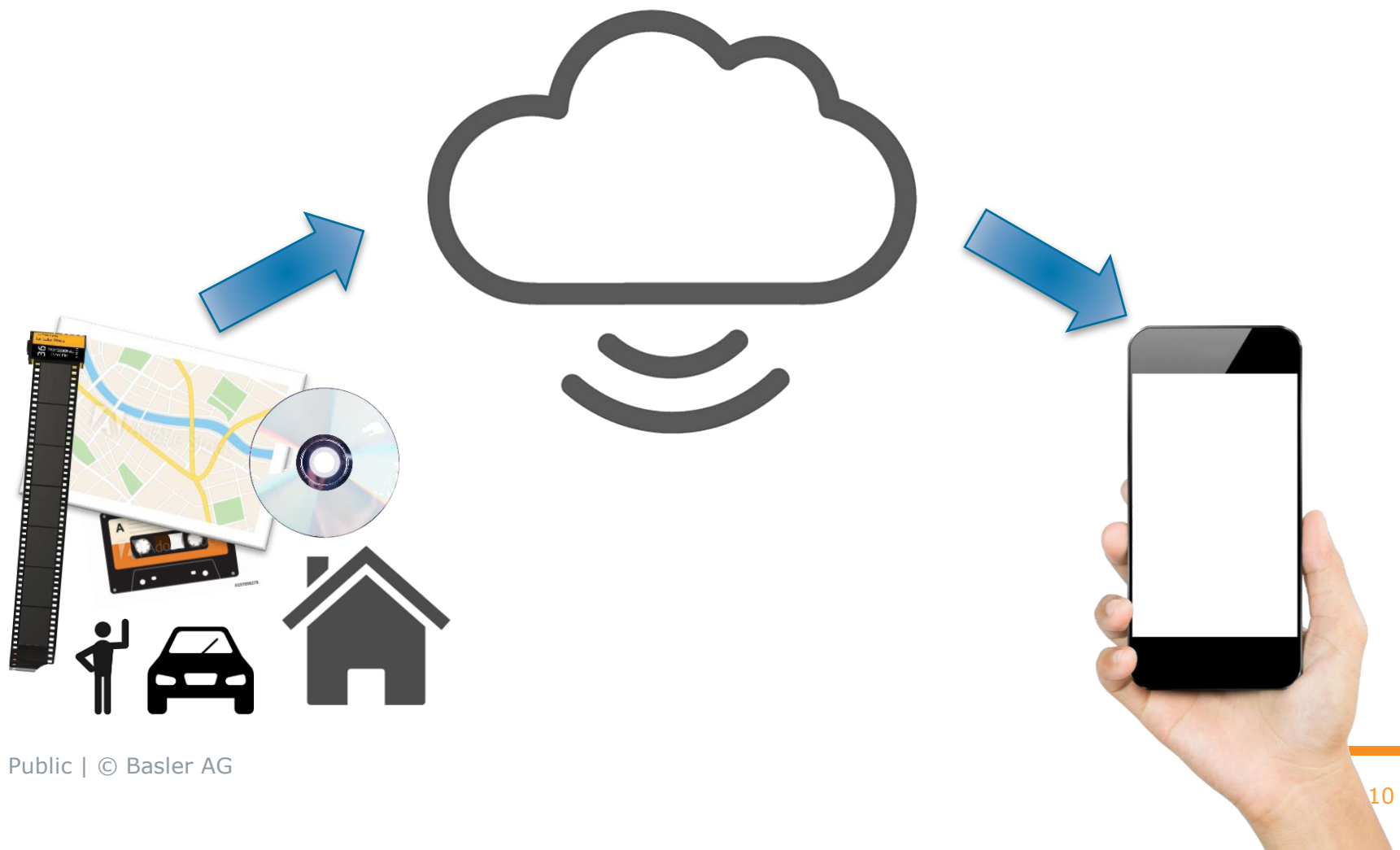


### Car Assembly „automated“



# Trend 1: Digitalization

„I want to **KNOW IT ALL**, here and now.“





# Trend 2: Automation

„I want to **GET IT ALL**, but **without effort and cost!**“





# Game Changer

What happens, once this works?



Autonomous cars  
(comfort)



# Game Changer

What happens, once this works?



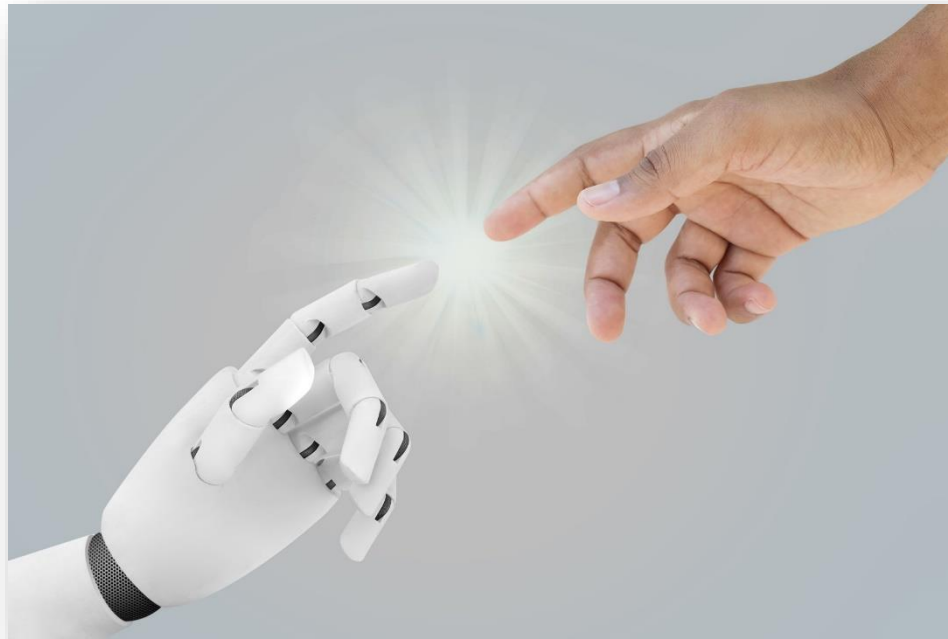
## Blockchain (Trust)





# Game Changer

What happens, once this works?



## Artificial Intelligence (Comfort)





# Why Innovation?

## 4 Themes of Innovation

1. You **will** lose without it.
2. You **may** win with it.



3. You don't know when.
4. It's your choice.



# So be innovative!

Yeaaahhhh!





# Why is innovation so hard to do?





# 1. People think different

... about your idea.



- **Protagonists:**  
Want it!
- **Open Minds:**  
Like it.  
But want more facts.
- **Closed Minds:**  
Don't like it.  
And tell you why.
- **Antagonists:**  
Deny it.  
Would fight it.



## 2. Achievements make you stay!

Start-Up



Find and take  
property



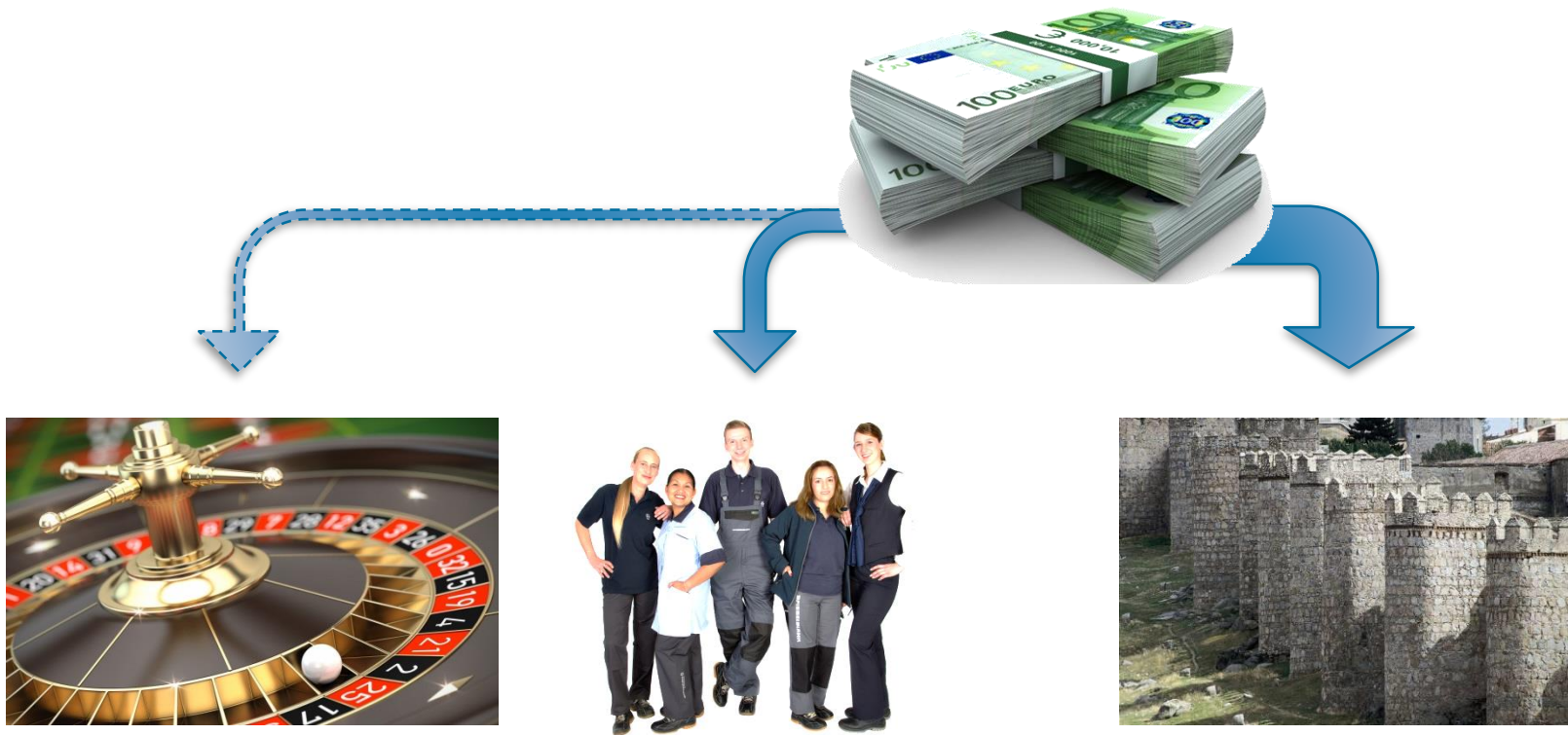
Settled



Defend  
property



### 3. Achievements make you careful!





# That's the game!

The story of innovation:







# Start-Up mentality?

This is what you need for it





# 1. Kings Quest!

It will be very hard without it.





## 2. Protected room

Budget + Team + Spirit + (almost) no rules





# 3. Innovative Players

People who enable innovation



1. Coach of agile teams
2. Entrepreneur
3. Coordinator of Ecosystems
4. Talent Scout
5. Cultural Architect
6. Vision Translator



## 4. Innovation process

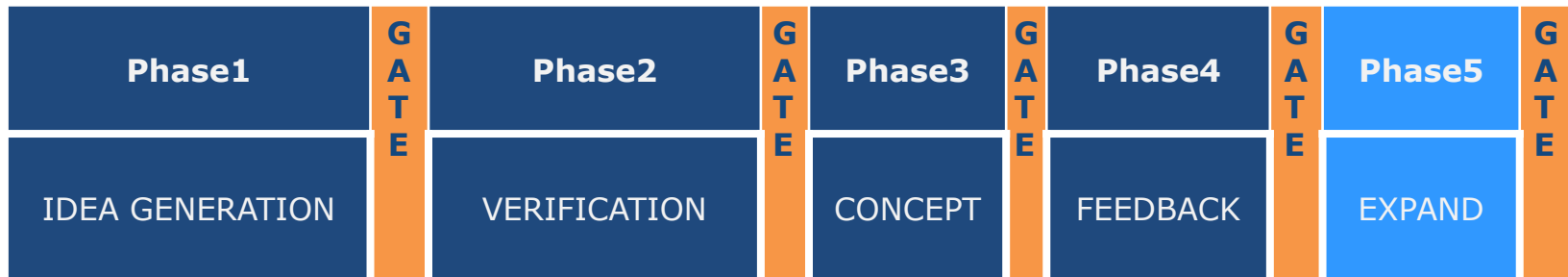
Set of different “boxes” for different goals





# 5 Phases

To service your ideas to a market launch





# Questions?

If you want to ride  
the perfect wave ...

... meet it far out on the ocean.

