



WE CANNOT
PREDICT THE
FUTURE,

BUT WE CAN
INVENT IT

Joachim De Vos
LIVING TOMORROW
TOMORROWLAB

BECHTLE SOLUTIONS SUMMIT

WHY
INNOVATION
FAILS

OUR HISTORY



ARE YOU LIVING TOMORROW?



Living
Tomorrow





CHANG 219

LIVING TOMORROW

LIVING # TOMORROW

CHANG

CHANG





www.sapor.eu



WHY
INNOVATION
FAILS

LIVING TOMORROW MAIN THEMES



FUTURE MARKET INNOVATIONS
&
PRODUCT RESEARCH

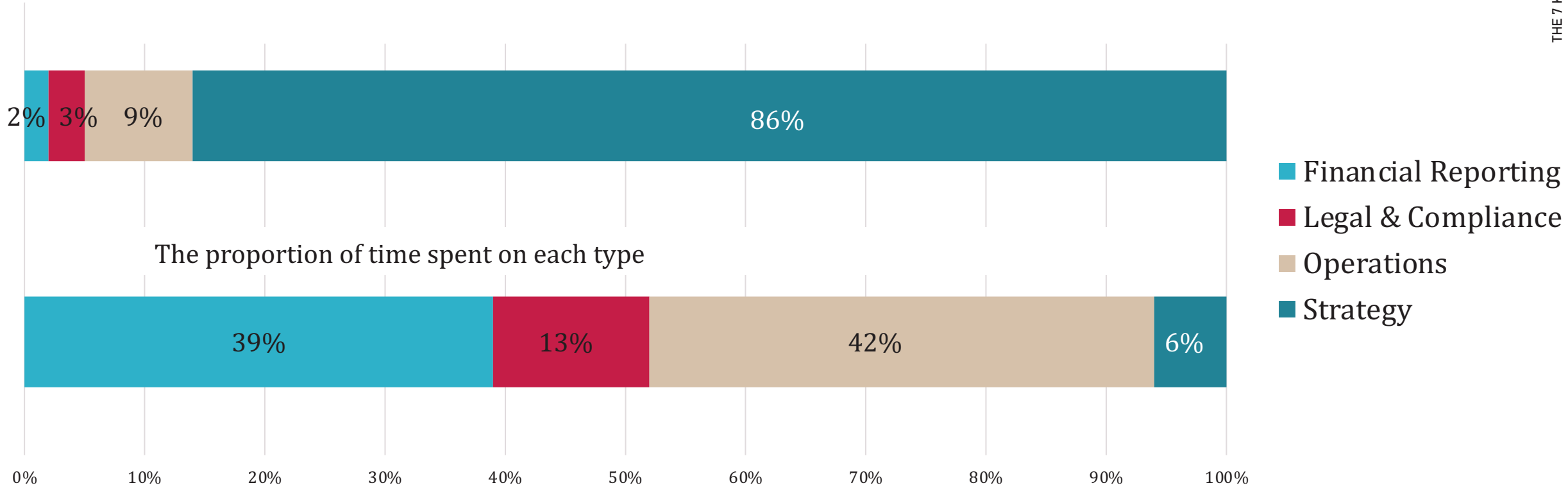
WHY INNOVATION FAILS

The 7 keys
to success

JOACHIM DE VOS



ORGANIZATIONS LOOK FOR RISKS IN THE WRONG PLACES



Source: CEB/ Harvard. - Why Innovation Fails - 7 keys to success - Joachim De Vos - Lannoo Campus 2022

WHY
INNOVATION
FAILS

4 THINGS

WHY

INNOVATION

FAILS

7 KEYS TO SUCCESS

Will change happen to you,
OR will it be led by you?



WHY
INNOVATION
FAILS

4 THINGS

WHY

INNOVATION

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7 KEYS TO SUCCESS

Innovation

involves the exploration of new ideas that can produce successful products, services, processes or profitable business models.

WHY
INNOVATION
FAILS

4 THINGS

WHY

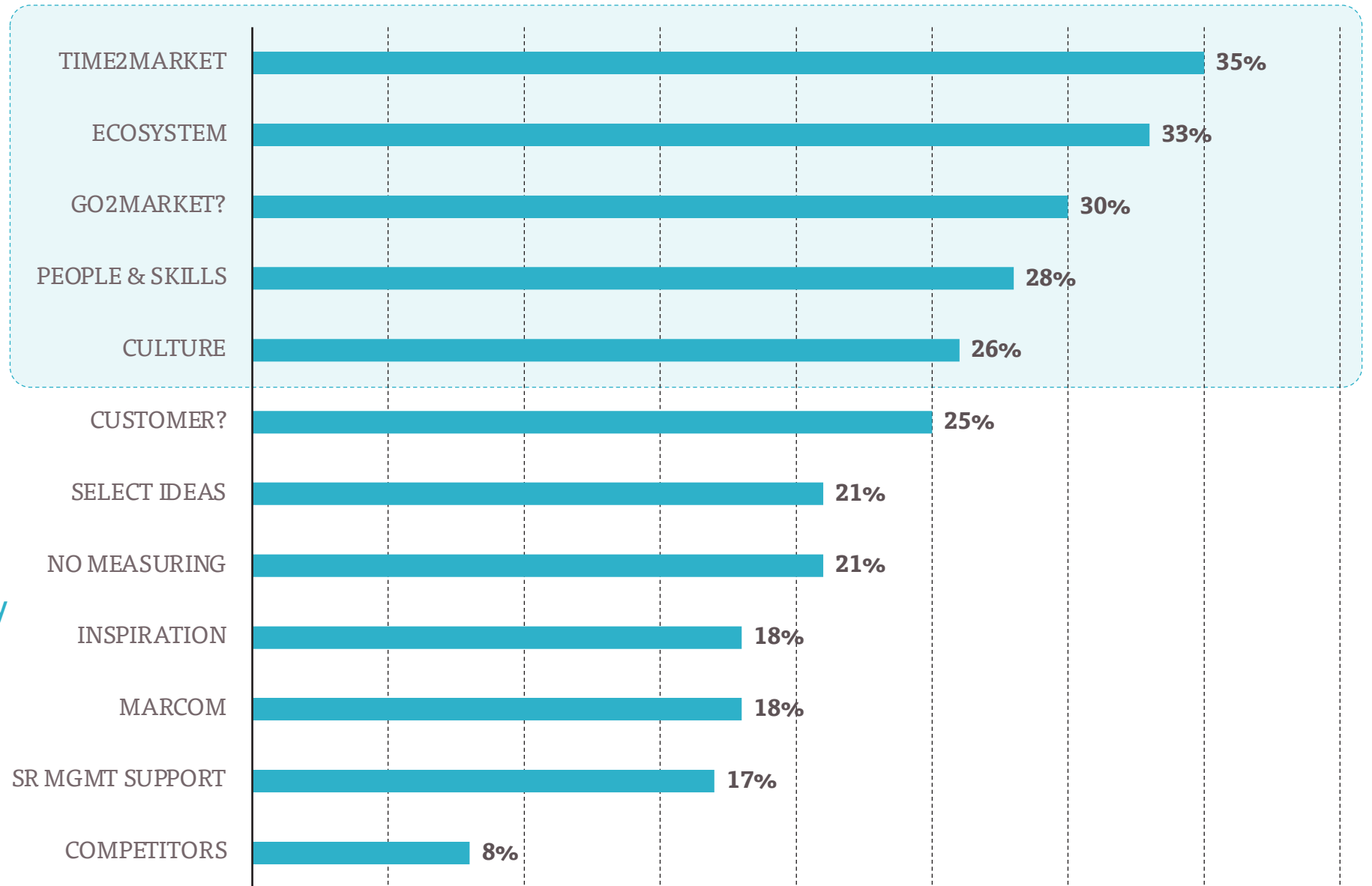
INNOVATION

FAILS

7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

“If you are not completely satisfied with the ROI on innovation, what are the obstacles you face?”



WHY
INNOVATION
FAILS

4 THINGS

WHY

INNOVATION

FAILS

7 KEYS TO SUCCESS

WHY INNOVATION FAILS



KEY 1:
Focusing your tech lenses on the future



KEY 2:
Is your organisation Future Fit?



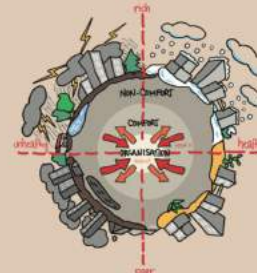
KEY 3:
Innovation structures



KEY 4:
Putting together a winning innovation team



KEY 5:
Three horizons for building the future



KEY 6:
Scenarios as the core of your innovation



KEY 7:
Develop ecosystems



BONUS KEY:
Stay alert with early warning systems

MOORE'S LAW

Processor
performance
doubles every
2 years

More performance
Nanotechnology
Lower costs

“Everything
becomes intelligent”

WHY
INNOVATION
FAILS

GILDER'S LAW

Bandwidth
triples every
12 months

Ultrafast
'Cloud'
Always on

"Instant
Availability"

METCALFE'S LAW

The value of a network is the square of the number of nodes participating in the network

Value(network) =
nodes²

“Everything
communicates”

Computer power is now growing more every hour than it did during its first 90 years (1900 – 1990).

"Any sufficiently
advanced
technology
is indistinguishable
from magic."

-- Arthur Clarke

Future Fitness Formula = *Vision x Speed x Agility*
Experience

in TUNA times

WHY
INNOVATION
FAILS

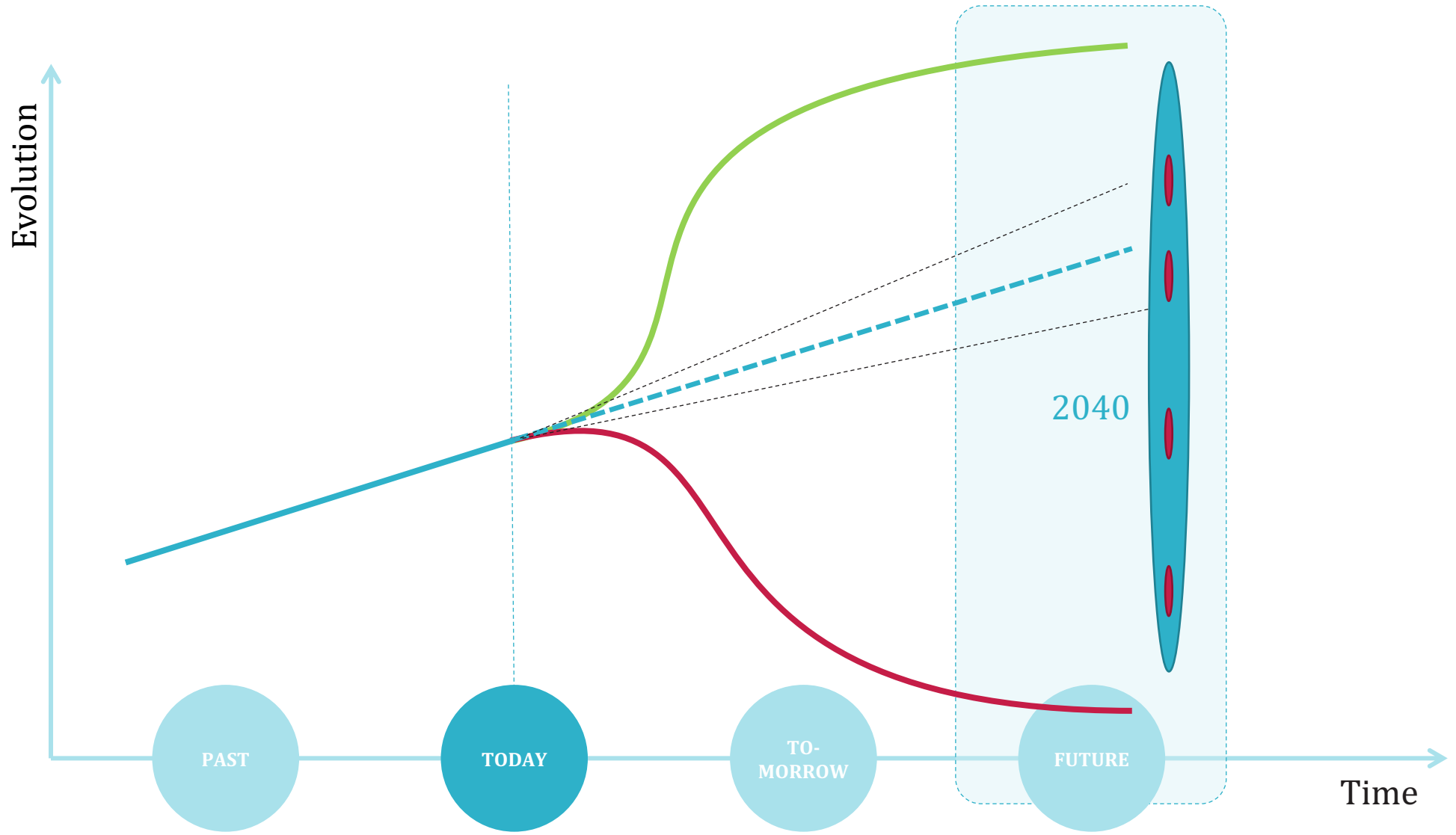
HOW FUTURE FIT ARE YOU ?

TAKE THE TEST

<http://futurefit.tomorrowlab.com>



WHY INNOVATION FAILS



MAKE INNOVATION SUCCEED

**WHY
INNOVATION
FAILS**

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THANKS

