

NEXUS

LEADERSHIP 



**THE GAME
CHANGERS**

WE CANNOT PREDICT THE FUTURE, BUT WE CAN INVENT IT



WHY INNOVATION FAILS

OUR HISTORY



WHY INNOVATION FAILS

LIVING TOMORROW MAIN THEMES



FUTURE MARKET INNOVATIONS & PRODUCT RESEARCH







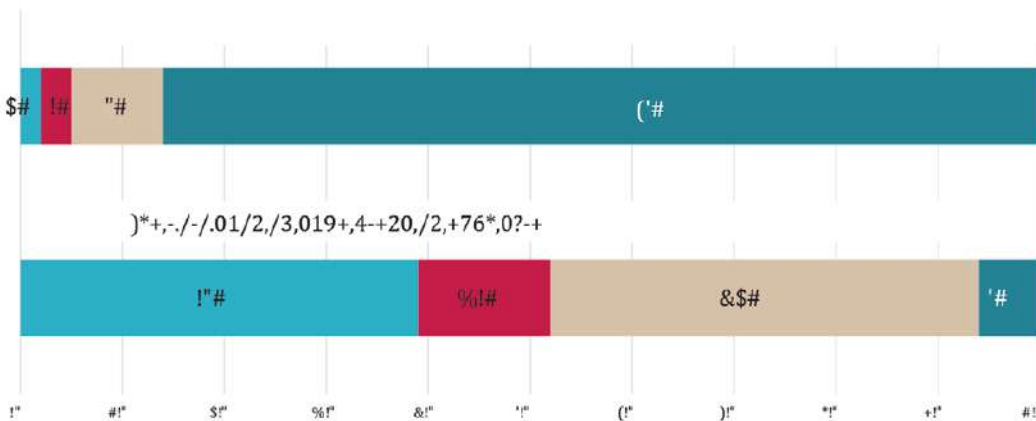
WHY INNOVATION FAILS

The 7 keys to success

JOACHIM DE VOS



ORGANIZATIONS LOOK FOR RISKS IN THE WRONG PLACES



THE 7 KEYS TO SUCCESS

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WHY
INNOVATION
FAILS

“I believe a project like Living Tomorrow — where you are brainstorming about what is possible and you’re getting people to come in, look at it, and talk about what this all means — is really fantastic...

BILL GATES



THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

4 THINGS

WHY
INNOVATION
FAILS
7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

4 THINGS

WHY

INNOVATION
FAILS

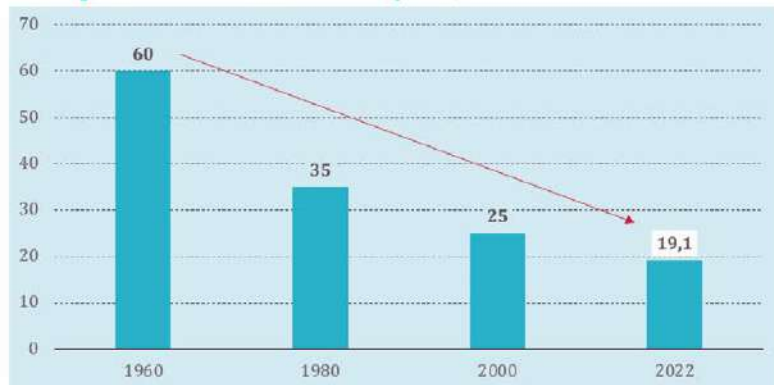
7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

THE PACE OF CHANGE IS INCREASING

At current rate,
75% of S&P 500
will be replaced
by 2033

Average life on the S&P 500 index (years)



Source: INSIGHT / Richard N. Foster / S&P / Baroont

WHY
INNOVATION
FAILS

... THAT ARE
ALSO
PROFOUNDLY
AFFECTING
OUR ...



WHY
INNOVATION
FAILS

4 THINGS

WHY

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7 KEYS TO SUCCESS

WHY
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THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS



THE 1 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

Innovation

THE 7 KEYS TO SUCCESS

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

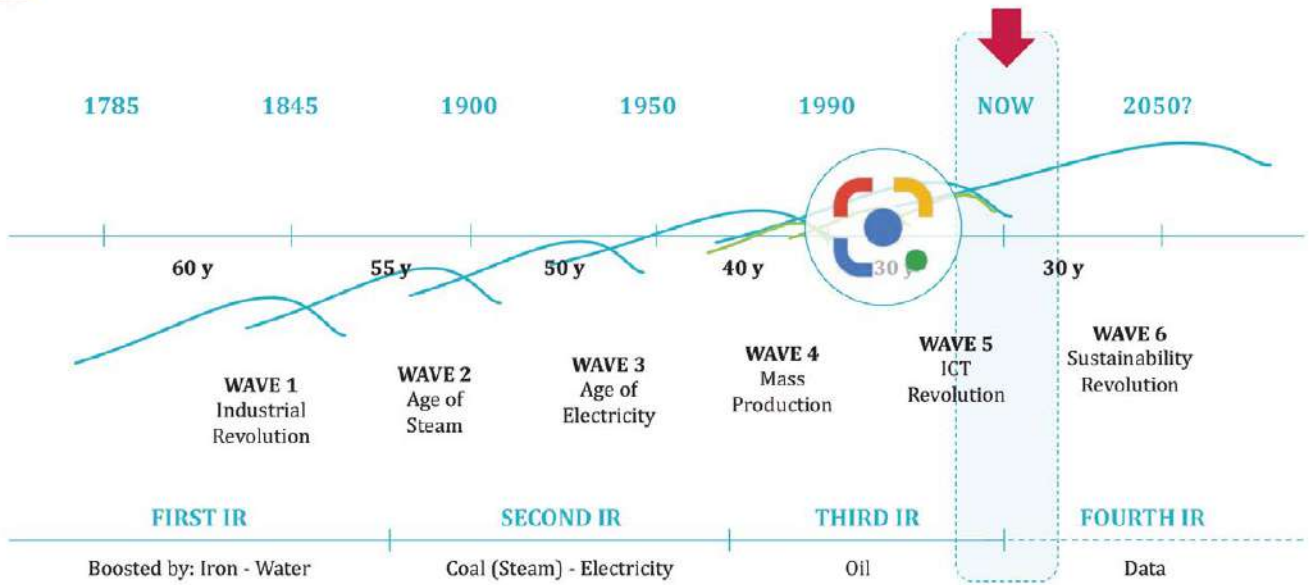
WHY
INNOVATION
FAILS

INNOVATION WAVES

Schumpeter

THE 7 KEYS TO SUCCESS

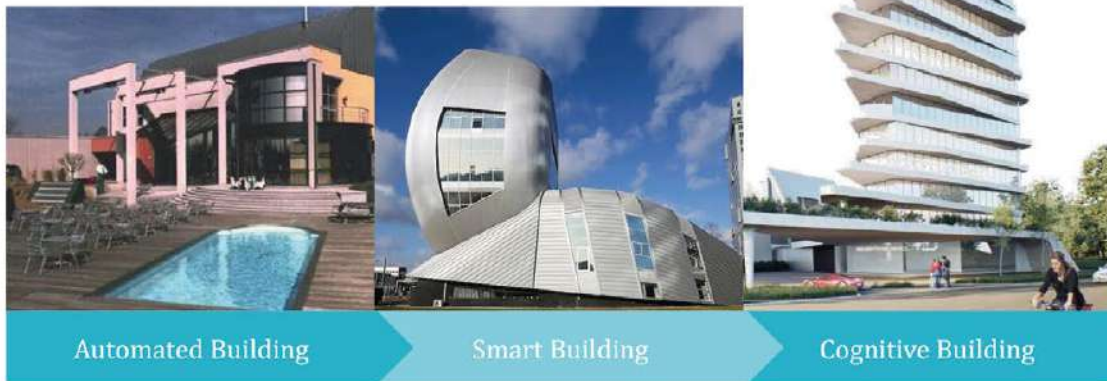
WHY INNOVATION FAILS



THE 7 KEYS TO SUCCESS

WHY INNOVATION FAILS

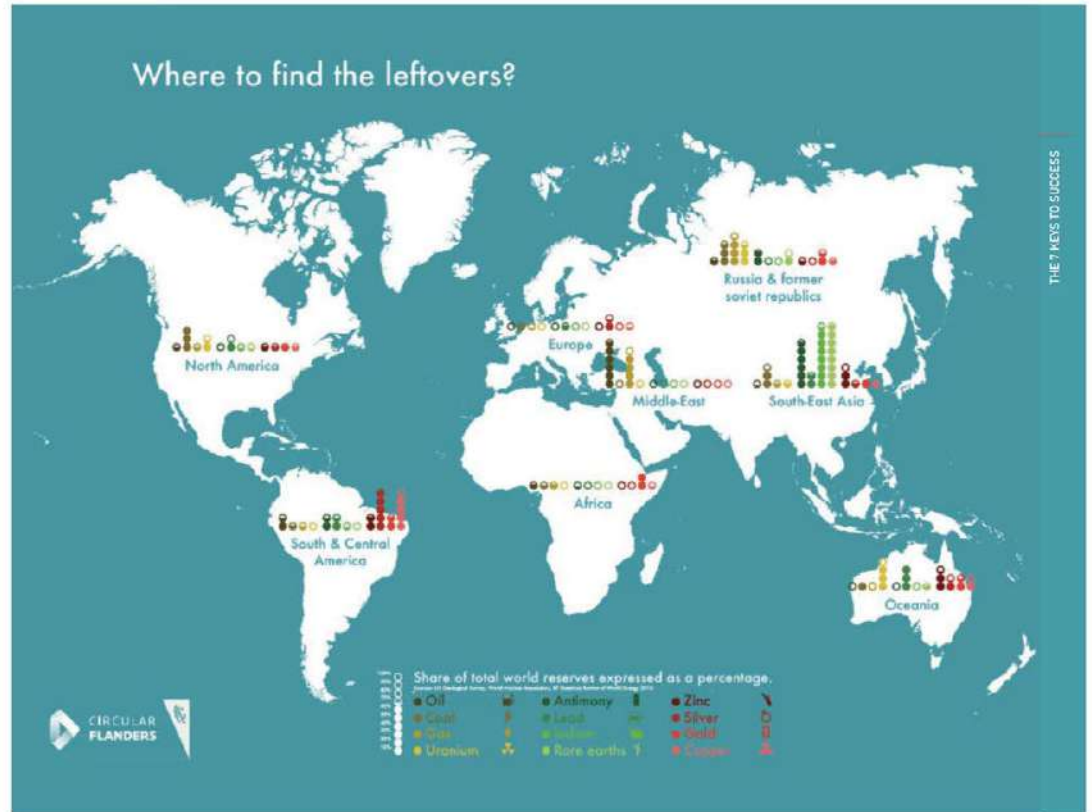
IT WAVES CHANGING BUILDINGS



THE 7 KEYS TO SUCCESS

WHY INNOVATION FAILS

WHERE TO FIND THE LEFTOVERS?

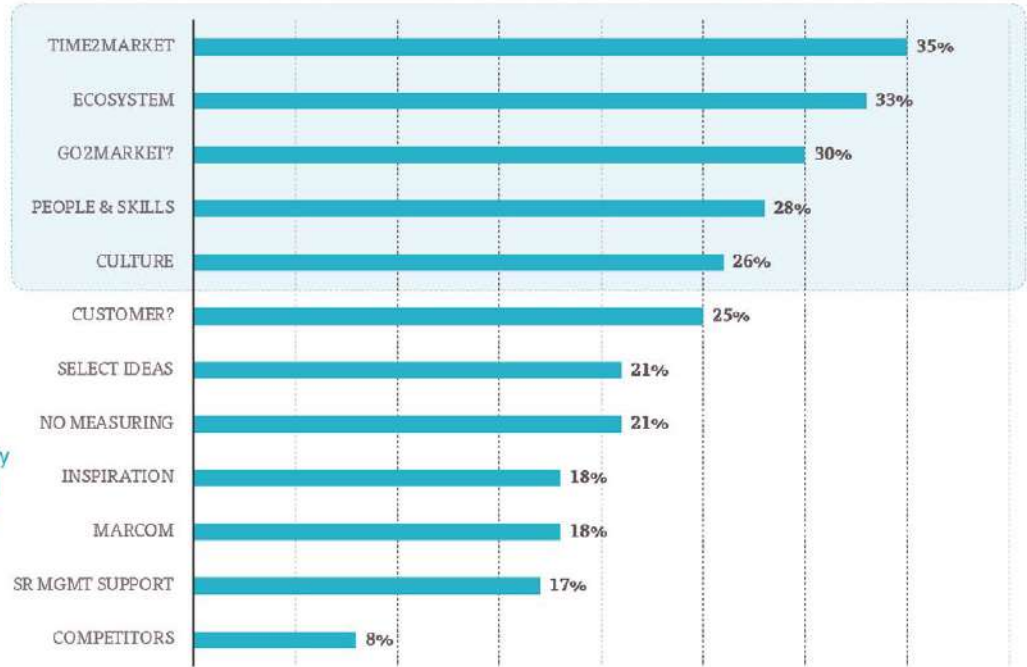


WHY INNOVATION FAILS

4 THINGS
 WHY
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 7 KEYS TO SUCCESS

WHY INNOVATION FAILS

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



THE 7 KEYS TO SUCCESS



WHY INNOVATION FAILS

THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS



Steven Sasson with
digital camera, 1975

© Courtesy of Kodak archive

THE 7 KEYS TO SUCCESS

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

THE 7 KEYS TO SUCCESS

WHY INNOVATION FAILS

KEY 1
FOCUSING YOUR TECH LENSES ON THE FUTURE

faster
 smaller
 cheaper
 smarter
 Moore's Law
 EVERYTHING becomes INTELLIGENT
 Connected
 Metcalfe's Law
 EVERYTHING COMMUNICATES
 INFORMATION at your FINGERTIPS
 Gilber's Law
 EVERYTHING COMMUNICATES
 Connected
 Metcalfe's Law

THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

MOORE'S LAW

Processor
performance
doubles every
2 years

More performance
Nanotechnology
Lower costs

"Everything
becomes intelligent"

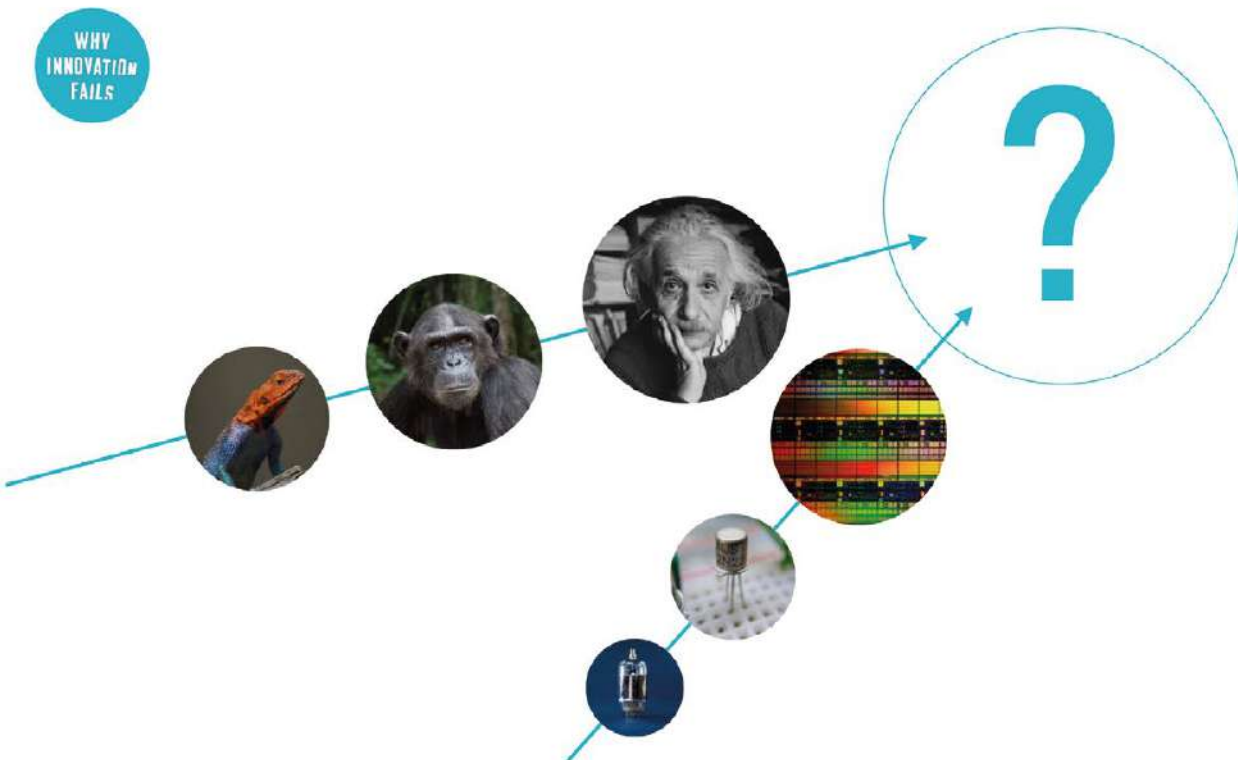


THE 7 KEYS TO SUCCESS

WHY
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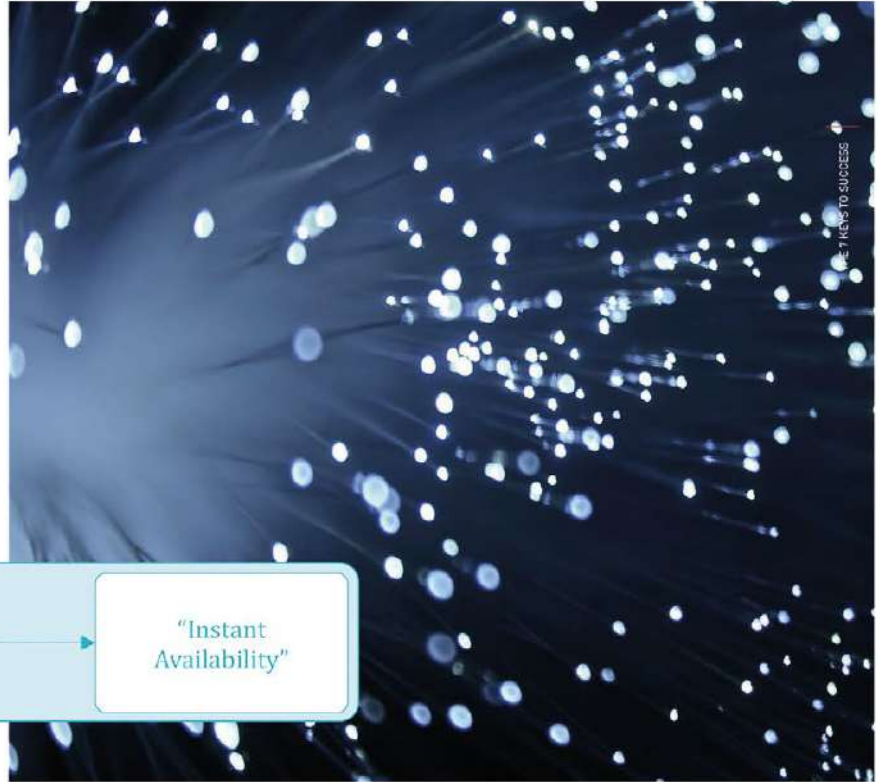
THE 7 KEYS TO SUCCESS



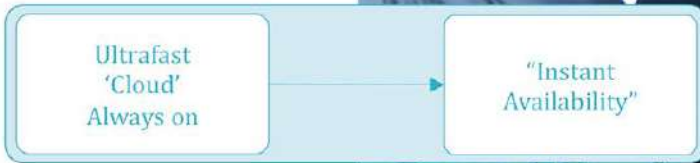
WHY
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GILDER'S LAW

Bandwidth
triples every
12 months



THE 7 KEYS TO SUCCESS



WHY
INNOVATION
FAILS

6G is coming...

THE 7 KEYS TO SUCCESS

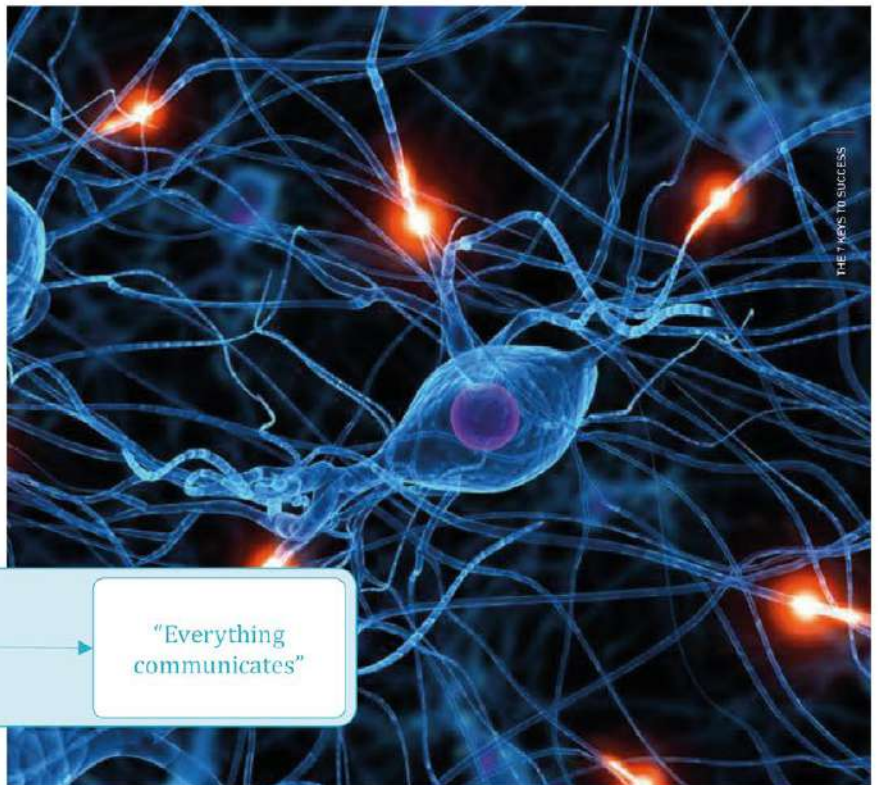




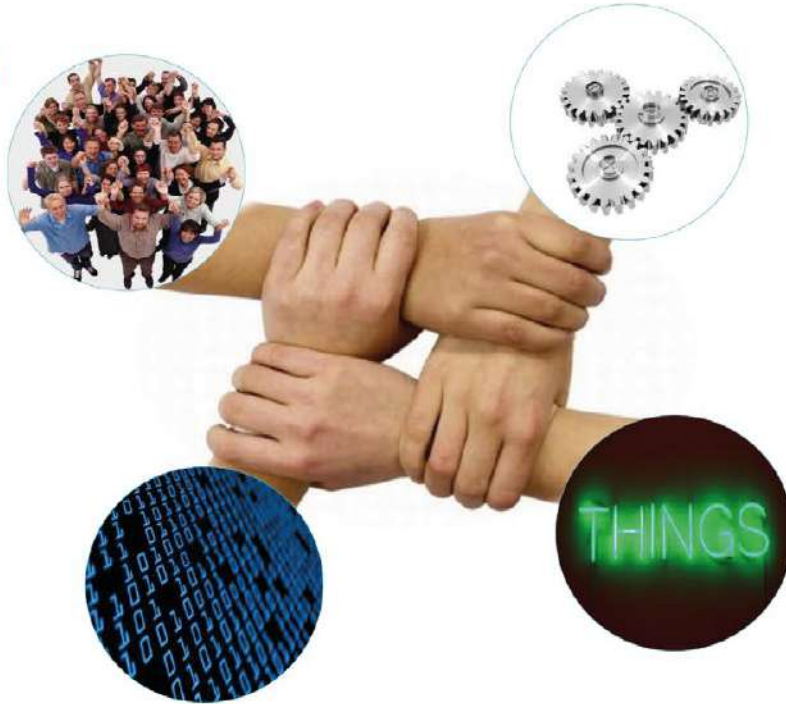
WHY INNOVATION FAILS

METCALFE'S LAW

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



WHY
INNOVATION
FAILS



THE 7 KEYS TO SUCCESS

INTERNET OF EVERYTHING

WHY
INNOVATION
FAILS

What does this
mean?

THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS

"Any sufficiently
advanced
technology
is indistinguishable
from magic."

-- Arthur Clarke



WHY INNOVATION FAILS



KEY 2
IS YOUR ORGANISATION FUTURE FIT?

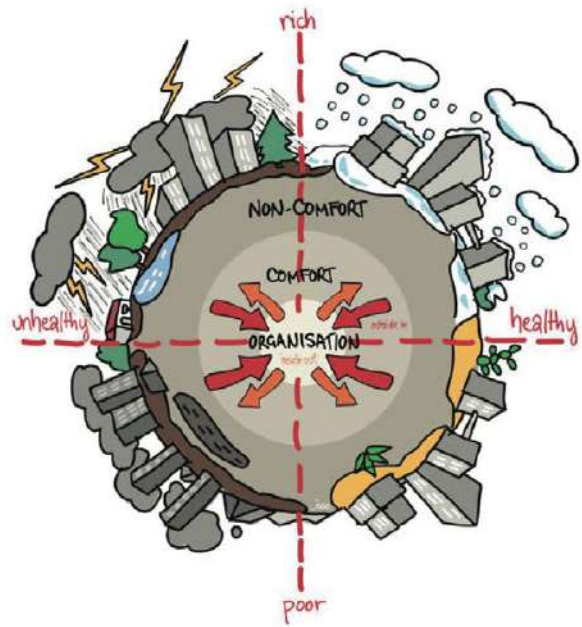
WHY INNOVATION FAILS

Future Fitness Formula = $\frac{\text{Vision} \times \text{Speed} \times \text{Agility}}{\text{Experience}}$

in TUNA times

WHY
INNOVATION
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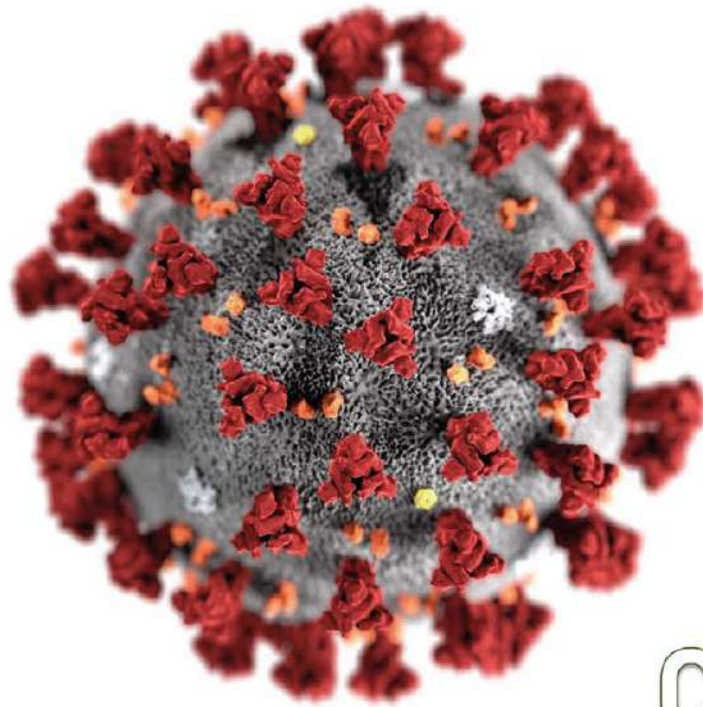
KEY 6
**SCENARIOS AS THE CORE OF
YOUR INNOVATION STRATEGY**



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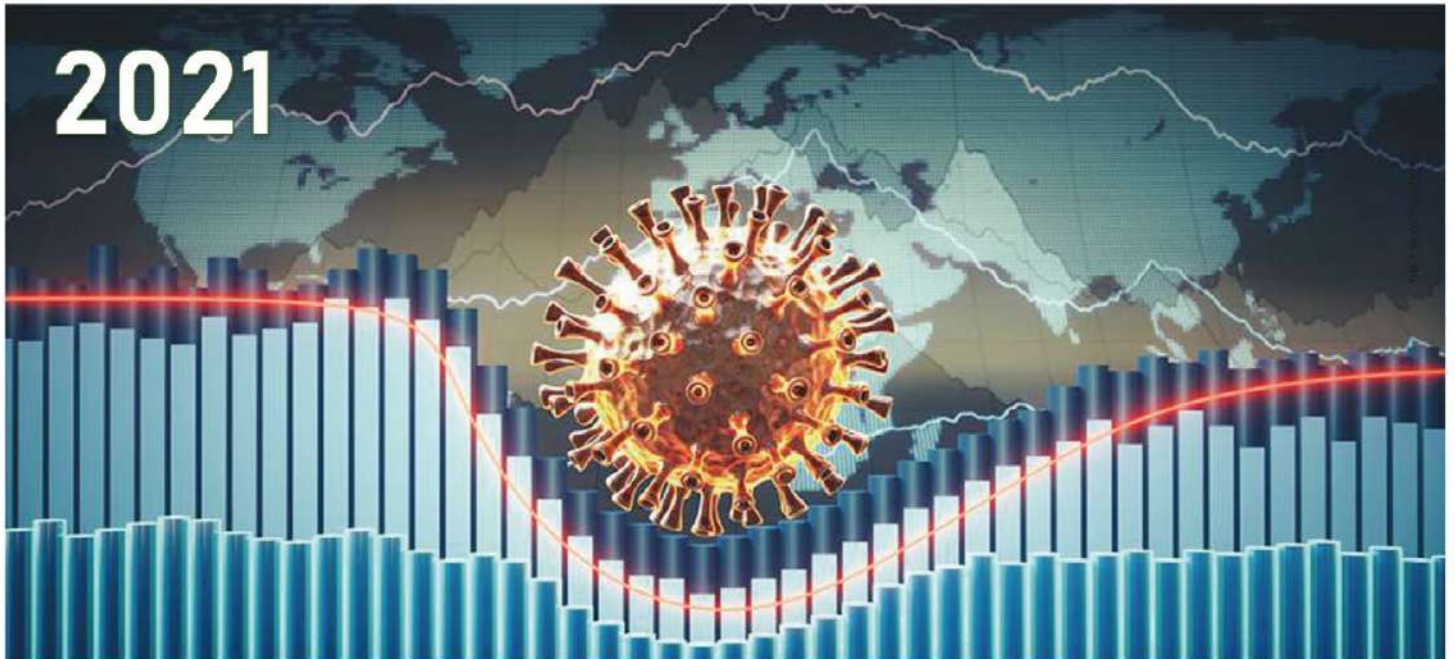


2020



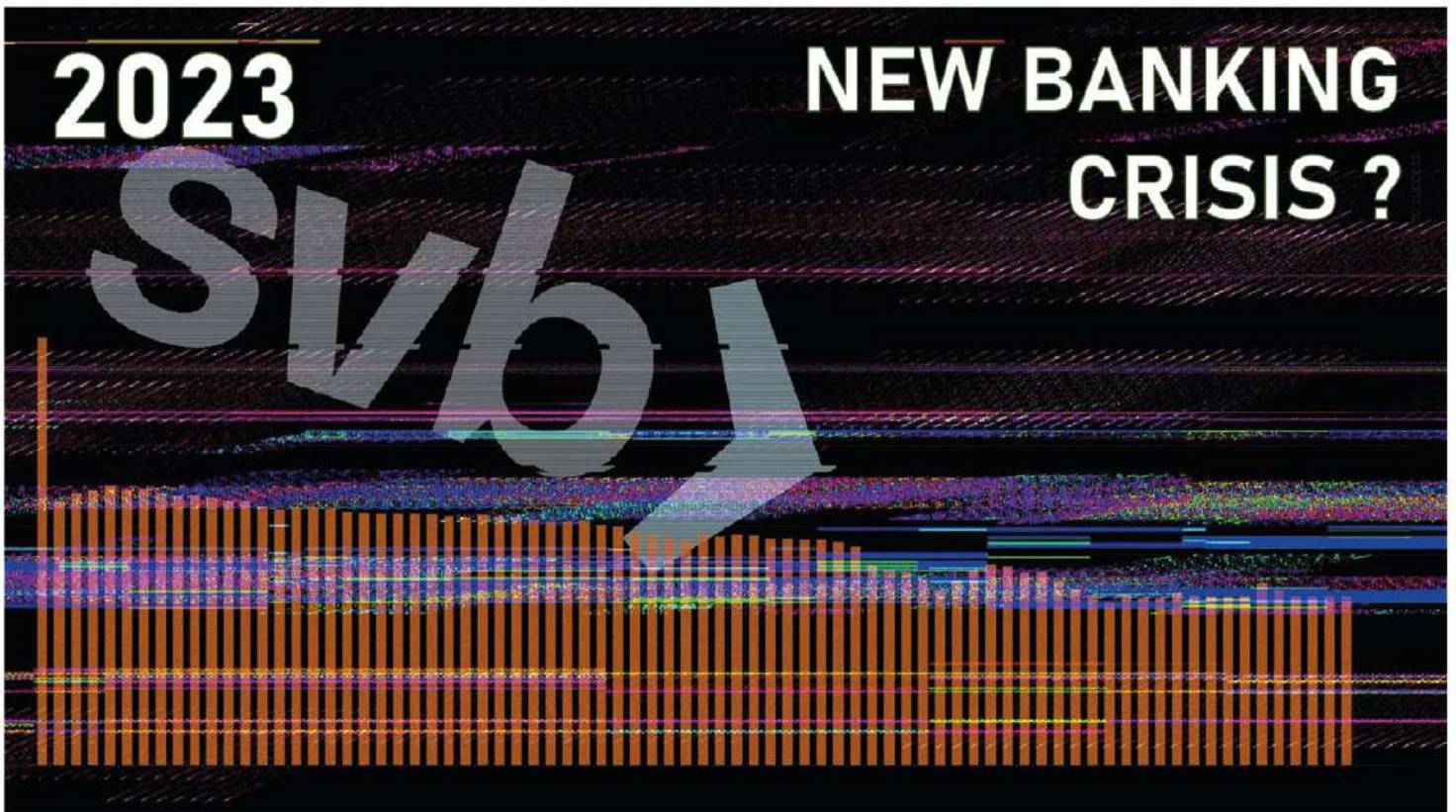
COVID19

2021

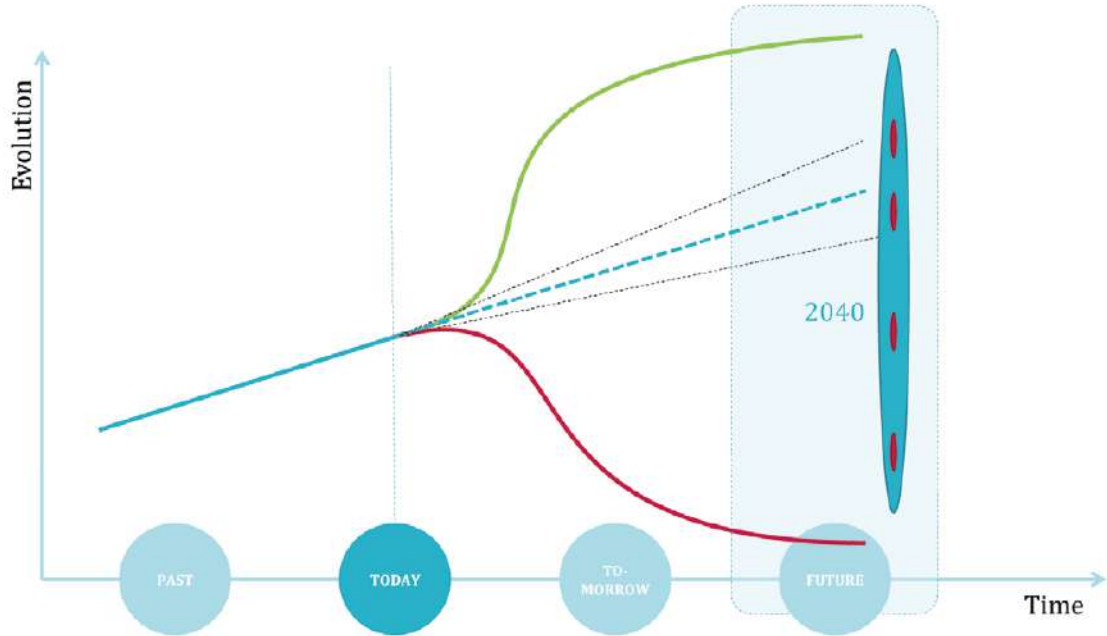


Raw material crisis





WHY
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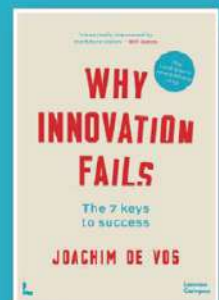
MAKE INNOVATION SUCCEED

THE 7 KEYS TO SUCCESS

WHY
INNOVATION
FAILS



THANKS



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BUSINESS
بالعربي
•VLOGS•



Canadian Chamber
of Commerce
MIDDLE EAST

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ONAR
G R O U P

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