

INNOVATION IS AS INNOVATION DOES

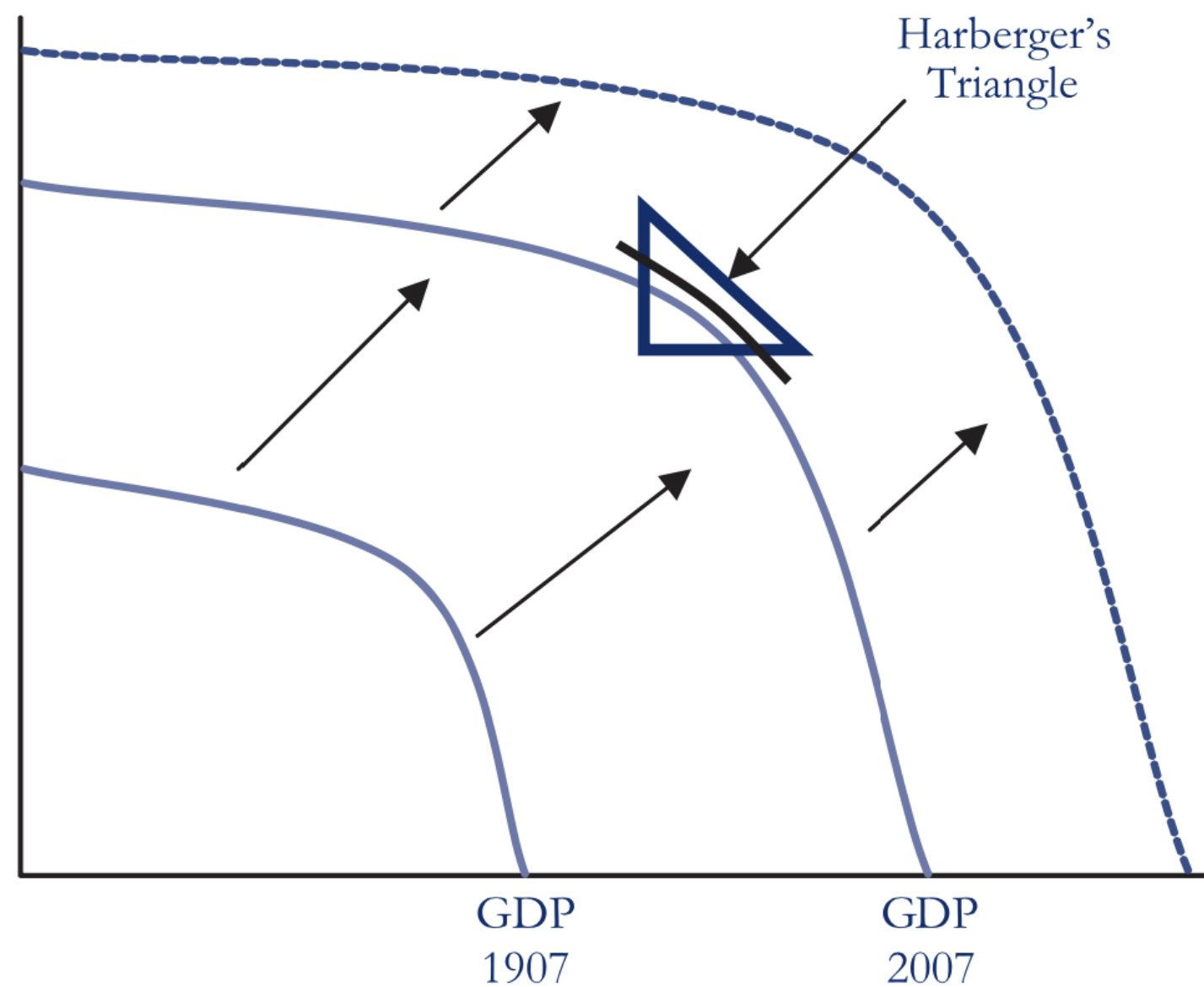
GUIRR
WASHINGTON, DC
OCTOBER 21, 2015

CARL J. SCHRAMM

BACK TO THE FUTURE - DR. EMMETT BROWN



PRODUCTION POSSIBILITIES FRONTIER



WHY WE INNOVATE

1. SECURITY - PROTECT TRIBE
2. POSTPONE DEATH
3. SPEED
4. ENTERTAINMENT
- (5.) PRIVACY

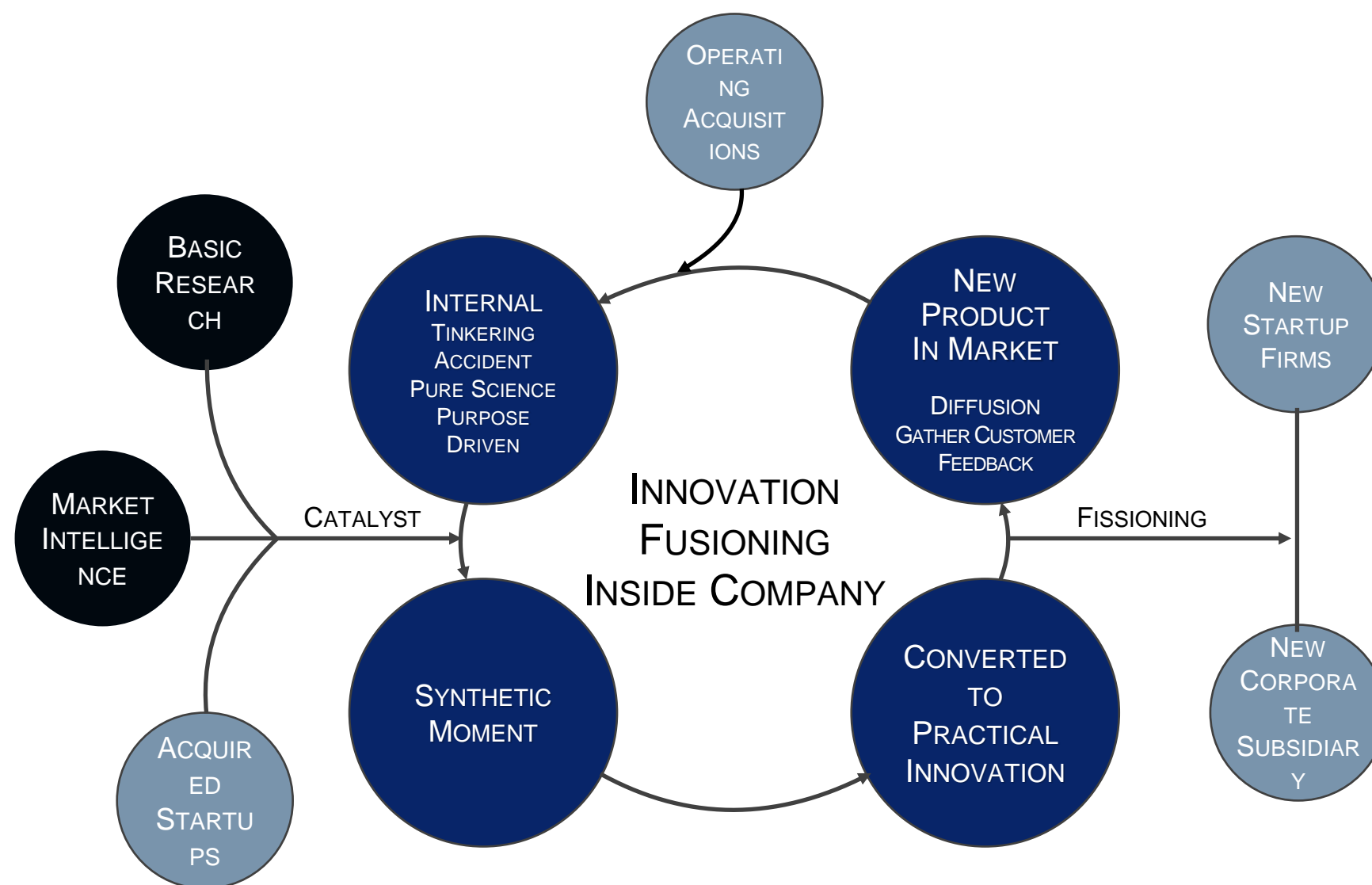
NO MARKET ACCEPTANCE

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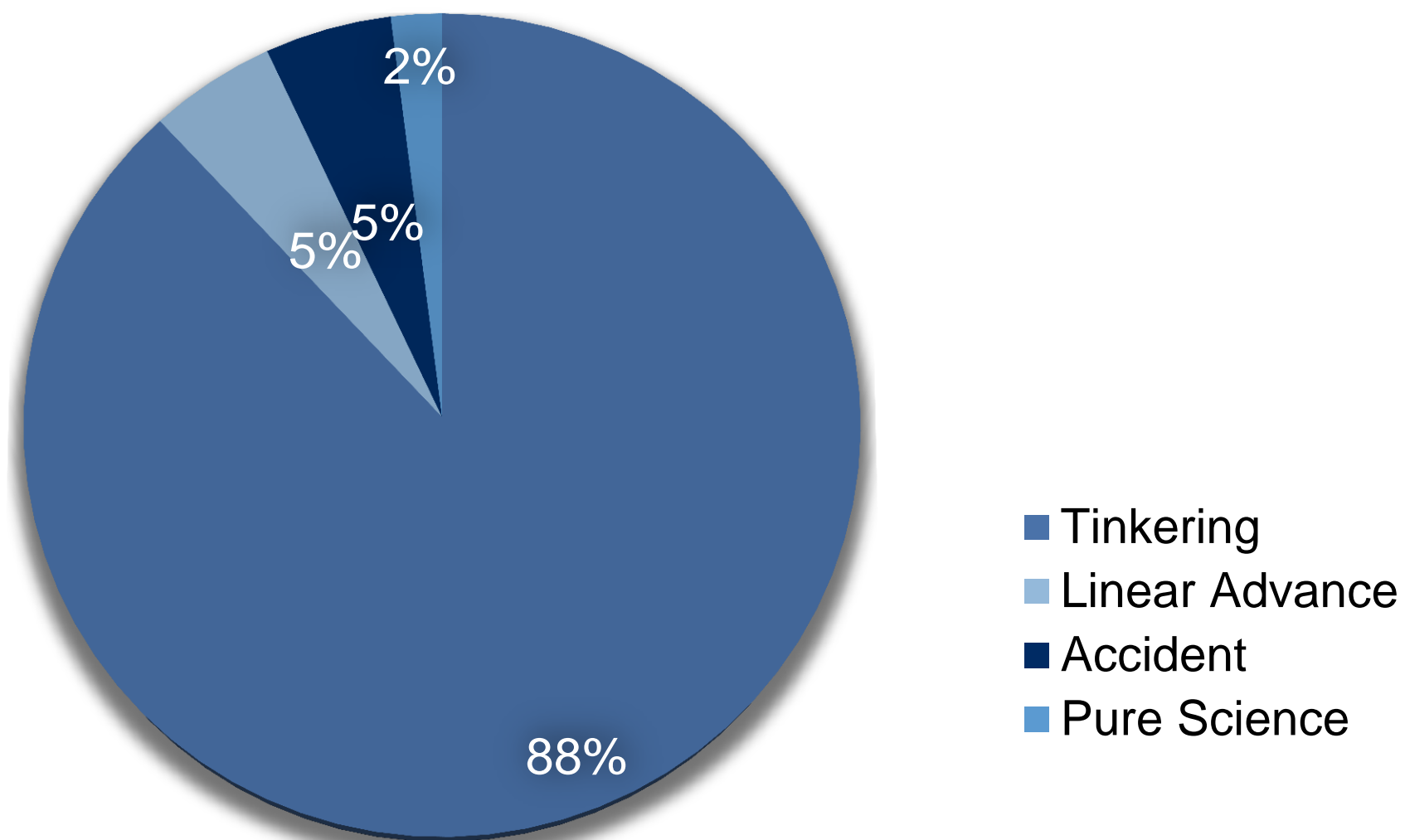
NO INNOVATION

INNOVATION SEEKS NEW ORGANIZATION

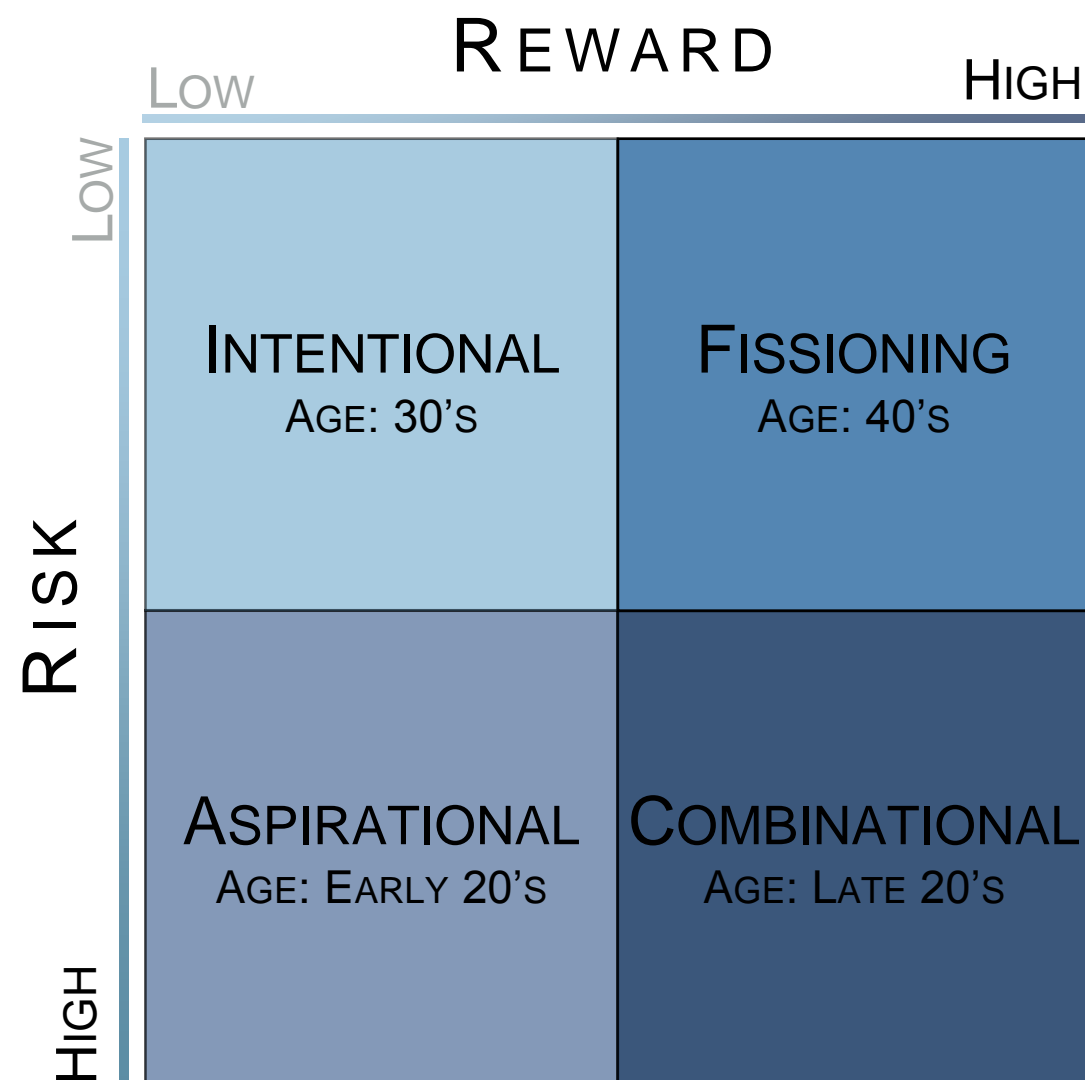
CORPORATE INNOVATION FUSION CYCLE



SOURCES OF INNOVATION



RISK/REWARD AND AGE BY TYPES OF ENTREPRENEURS



NUMBER OF STARTUPS & SUCCESS RATES BY TYPE OF ENTREPRENEUR

TYPE OF ENTREPRENEUR	NUMBER OF STARTUPS ANNUALLY	PROBABILITY OF SUCCESS AT FIVE YEARS
FISSIONING	4,000	40%
INTENTIONAL	12,500	55%
COMBINATIONAL	88,000	7%
ASPIRATIONAL	~ 4,000,000	3%