

Tech-driven Innovation

In Corporates

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hello

A collection of company names and organizations scattered across a light blue and white background with wavy patterns. The names are arranged in a roughly horizontal line from left to right, with some overlapping or stacked vertically. The names include:

- Ford
- AIRBUS
- European Union
- DME
- FIAT
- Gjensidige
- Tryg
- Grundfos
- LEGO
- IBC
- Postnord
- Danfoss
- KRING Innovation
- Deutsche Krankenkasse
- Siedle
- preeto
- Relabee
- D&G
- SEED Capital
- TAXA Aarhus
- Testaviva

What is innovation?

“Technology-driven innovation is the process of developing new products, services, or business models that are enabled by new technological capabilities.

It can help corporates gain a competitive edge, improve customer satisfaction, increase efficiency and productivity.”

OpenAI

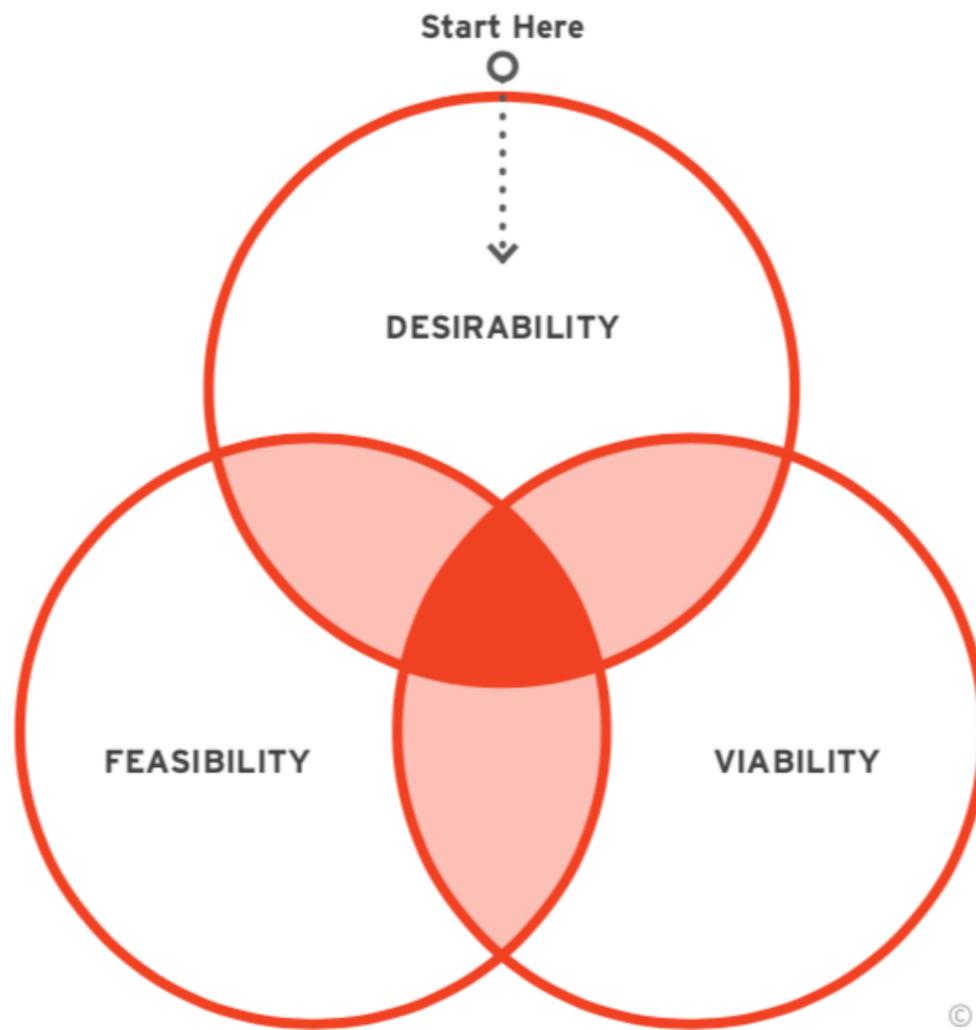
70-80 %
of all projects fail

Despite perfect execution
(Because of poor fit)

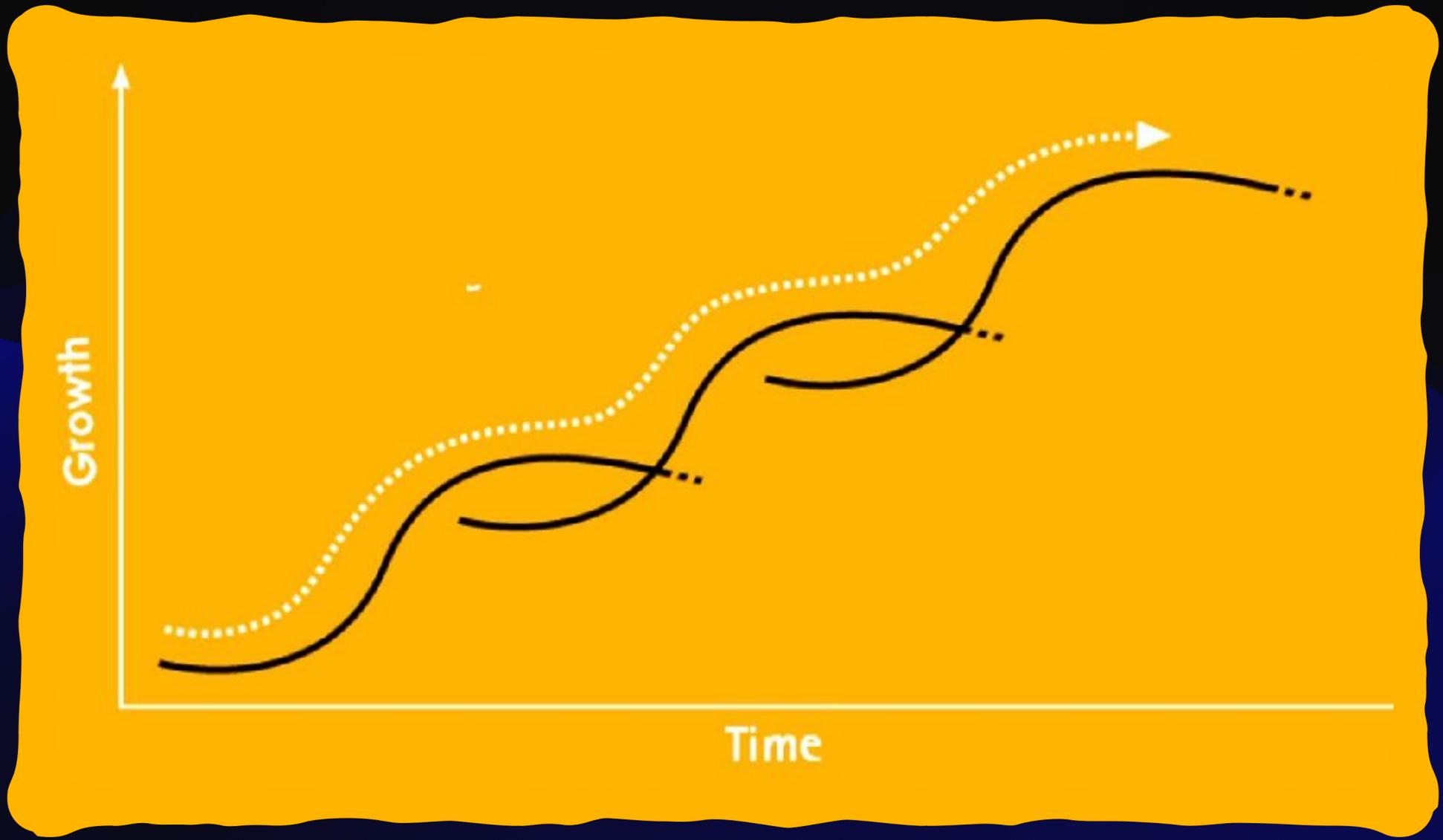
20-30 %

Of all work can be considered as pseudo

..X2 in some industries :)



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Innovation in the automotive industry



Design oriented

Tech driven - what is possible today?

How can we make it safer, better, cheaper..

WYSIWYG

Innovation in the Hardware Industry



Design oriented

Tech driven - what is possible today?

How can we make it safer, better, cheaper..

WYSIWYG

Innovation in the Pharma Industry



Evidence oriented

Science driven - what is possible today?

How can we make it healthier, safer, compliant..



(Traditional) Innovation in the Insurance Industry



Research oriented

Presentation driven - what looks good?

How can we make or save more money

Championing

AIRBUS

Ford

FIAT

Gjensidige

European
Union

DME

Grundfos

LEGO

Tryg

IBC

Postnord

Deutsche
Krankenkasse

Danfoss

KRING
Innovation

Siedle

preeto

Relabee

D&G

SEED Capital

TAXA
Aarhus

Testaviva

Prototype

Everything

PoT

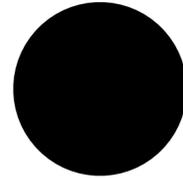
Pretotype

MLP

PoC

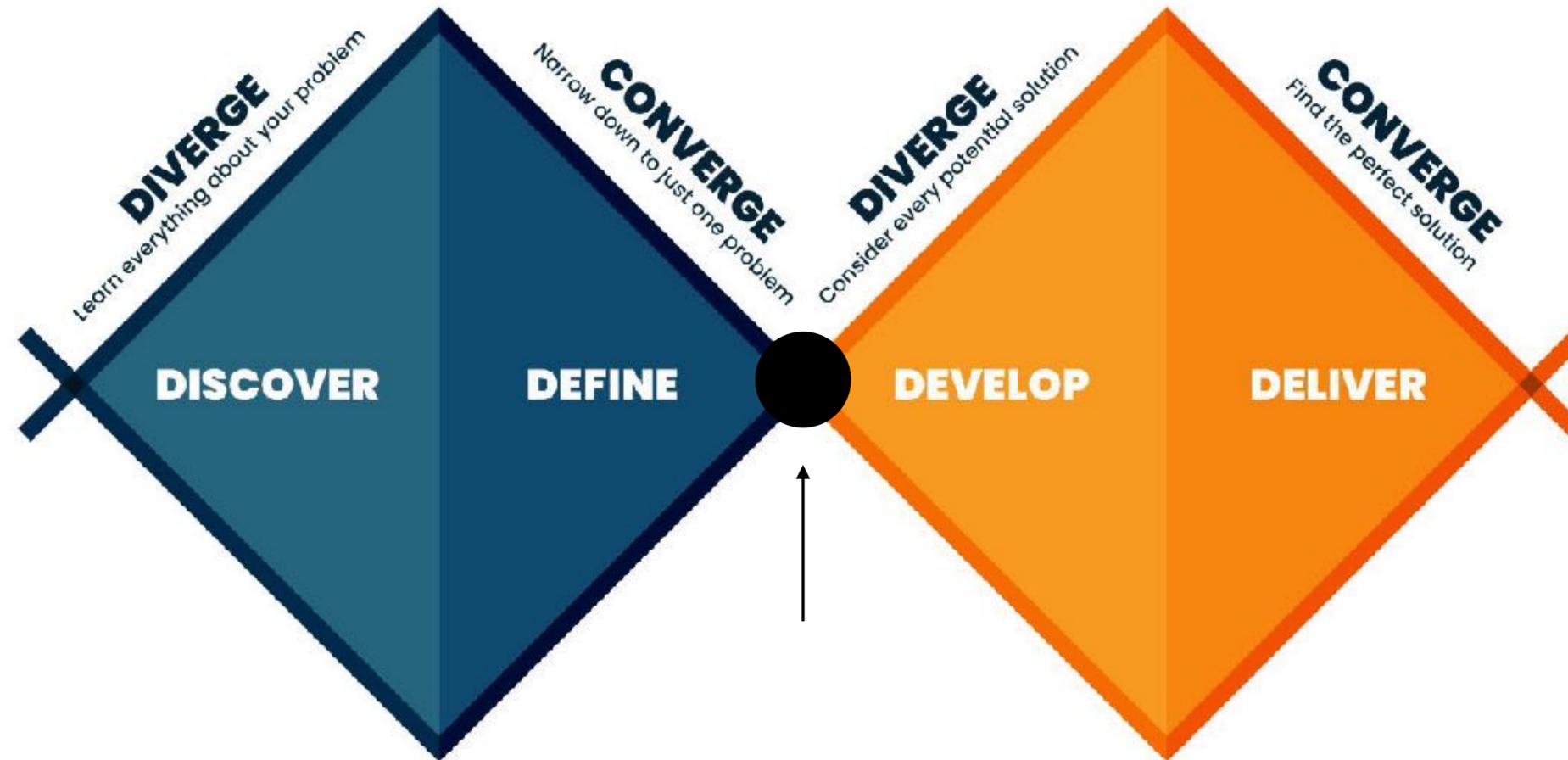
MVP

Humanity



Technology





Humanity

Technology





Discussion

How do you apply technology driven innovation in your company today?

Discussion

What are the main obstacles in pursuing tech driven innovation?