



# The Artistry of Innovation

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# Salient Features for Innovation

- Thoughtfulness in innovation
- Slogan
- Jump the Perspective Curve
- Don't Wait for Perfection
- Customers are The Best Judges
- Polarization
- Perfect Your Pitch
- Properties of An Innovation
- Don't Let The Bozos Grind You Down

# Thoughtfulness in innovation

- Trying to make money makes less money
- Trying to solve problem makes more money

Company	Thoughtfulness
	Democratize computers
	Democratize information
	Democratize commerce
	Democratize videos

# Slogan

- Slogan or mantra defines your thoughtfulness
- It helps you to project the way ahead.
- Mantra is a mutual understanding between customer and seller.

# Careem

- Our mission is to simplify and improve the lives of people, and build an awesome organization that inspires.

CHALO LETS GO!

# Different Slogans

L'ORÉAL



“Because You’re Worth It”

“Real Goodness Inside”



**zameen.com**

“Home is Family”



“Dil Khulain Sachay Zaiqay Se”

# Jump the Perspective Curve

- Focus on the benefits of your innovation not the working principal
- Jump the technology curves
- Jump the Idea curves



# Jumping Perspective Curves

- Ice Harvesting
- Ice Factory
- Refrigerator



# Don't Wait for Perfection

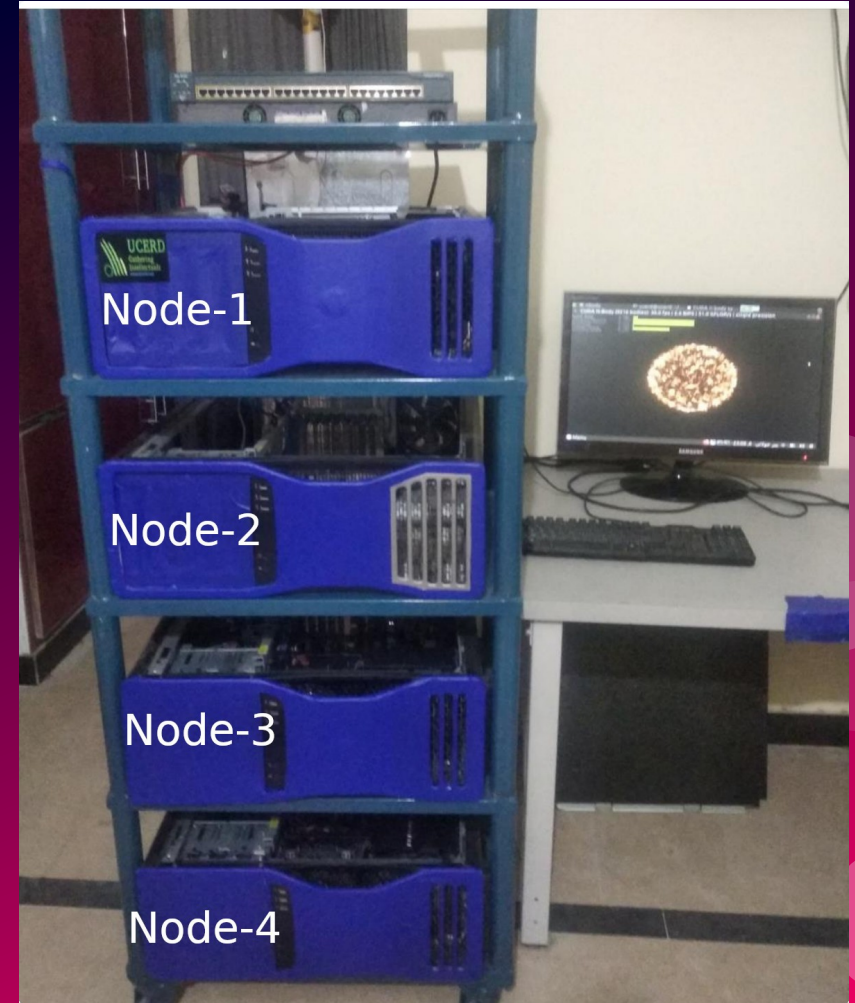
- Innovation is never perfect
- Circumstances are never perfect

# Customers are The Best Judges

- Customers way of using product may differ from anticipated usage of innovation
- Positioning and Branding is decided by customers after launching.

# Supercomputers in Pakistan

- For Research Purposes
- For compute intensive applications
- For business analytic
- Product analytic
- Data sciences
- Cloud computing



# Polarization

- Polarization is a sign of successful invention.
- Take polarization in a positive manner.

# Ad Block

- Best for Parents
- Worst for advertisement



AdBlock

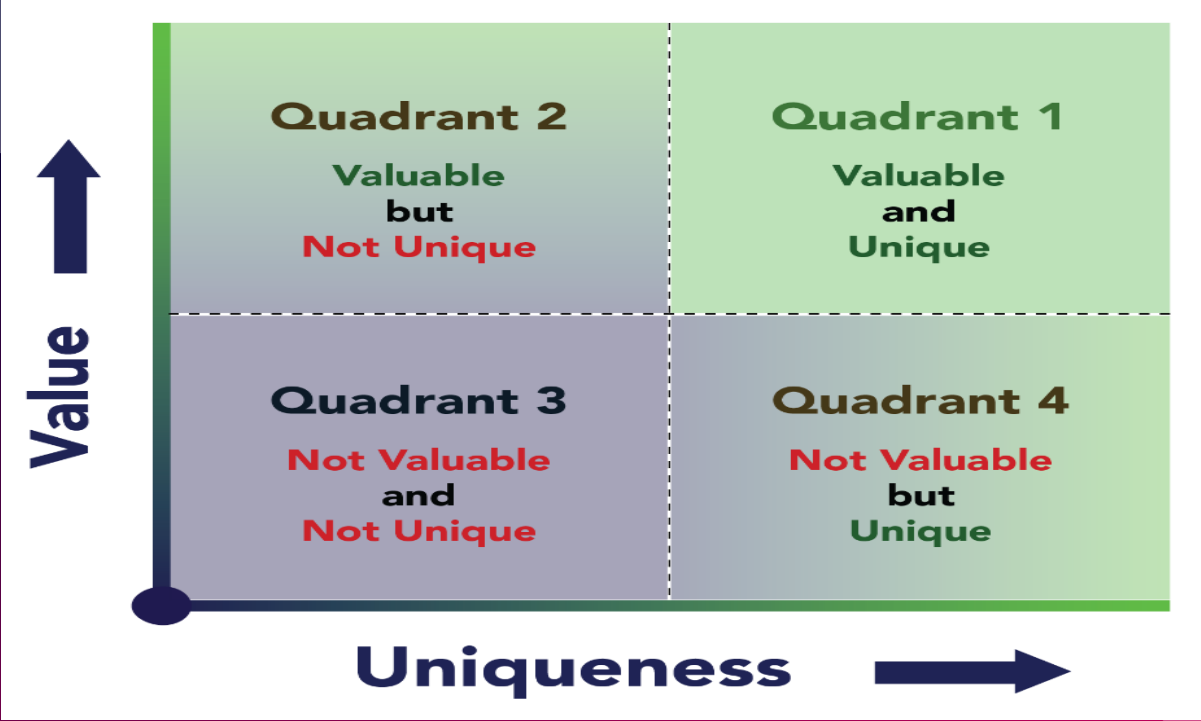
# Opinion Consideration

Before Launching the product

***DON'T LISTEN TO PESSIMISTS !***

After Launching the Product  
***LISTEN TO EVERY SINGLE CUSTOMER!***

# Unique Value Propositions





# Perfect Your Pitch

- Customize Your Introduction
- Optimal time be 20 min
- Perfect your numbers
- Aware of your draw backs
- Try to convince not to declare



# Properties of An Innovation

- Intelligent
- Usable
- Multi-Functional
- Empowering
- Elegant





Don't Let The Bozos Grind You Down

“

**This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.**

***Western Union internal memo  
1876***

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“

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**I think there is a world market  
for maybe five computers.**

***Thomas Watson  
Chairman, IBM  
1943***

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**There is no reason why anyone  
would want a computer in their  
home.**

***Ken Olsen***

***Founder, Digital Equipment Corp.***

***1977***

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