



Learning from the best

What can corporates take from companies disrupting the business landscape?

Chris Thompson
FreshMinds

@FreshMindsTeam

#iixeu15

A NEW BREED OF COMPANIES HAS EMERGED

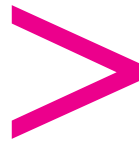
 U B E R



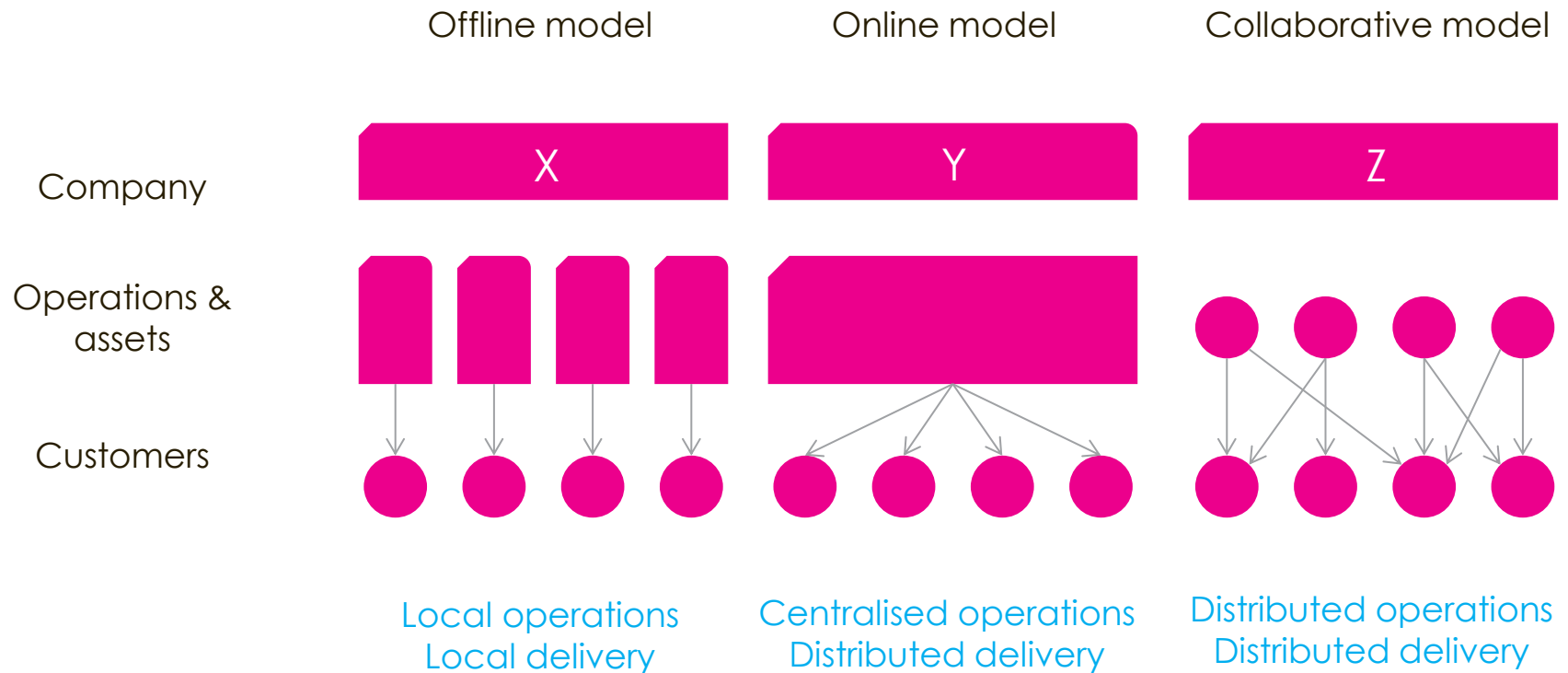
 airbnb

 ShareYourMeal

MORE THAN JUST “STARTUPS”

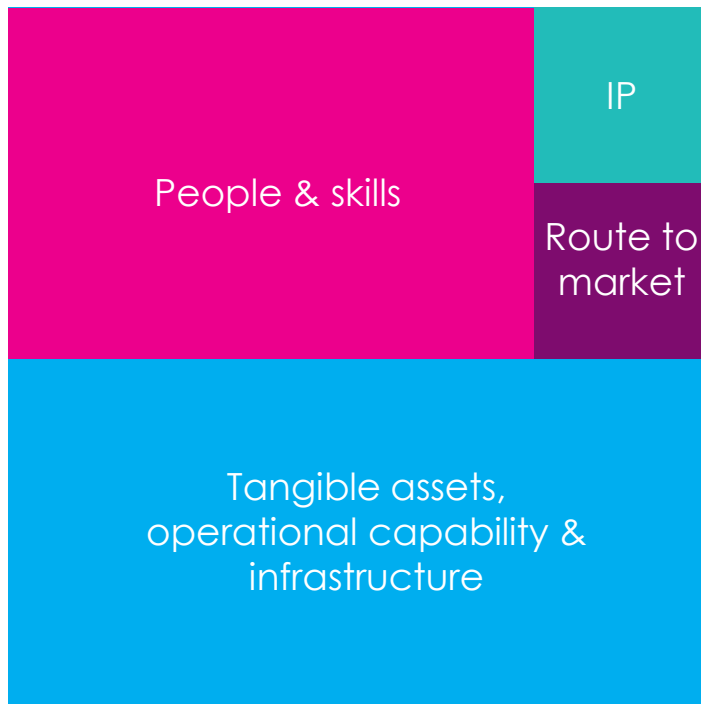


HOW ARE THEY DIFFERENT?

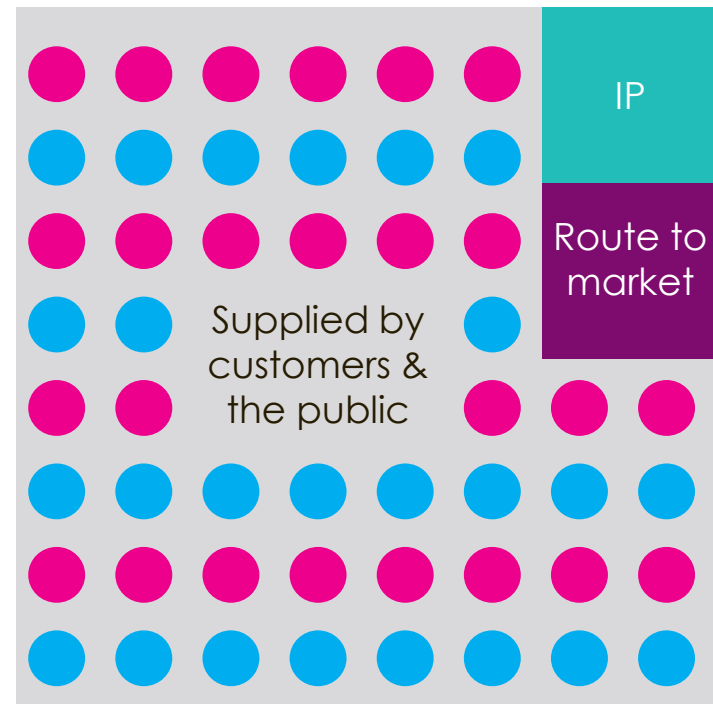


WHY SO DISRUPTIVE?

Barriers to entry for a traditional offline company

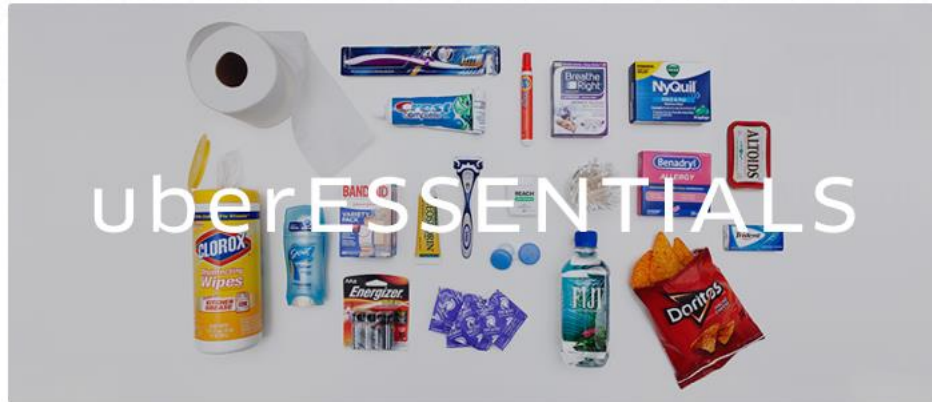


Reduction in barriers to entry for a collaborative company



HOW DO DISRUPTORS APPROACH INNOVATION?

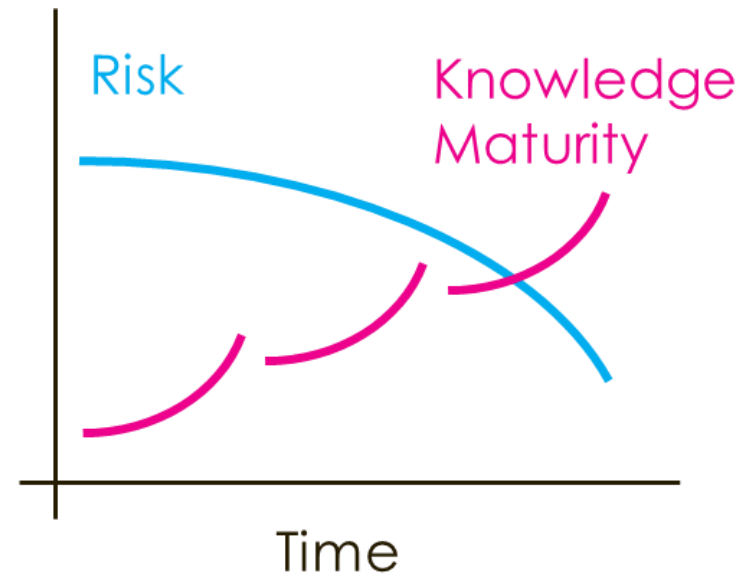
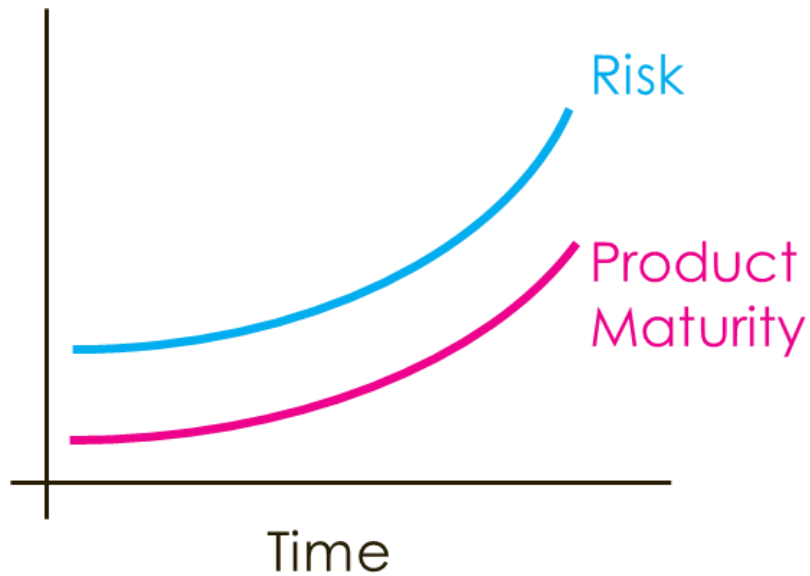
“This is a limited-time-only experiment”



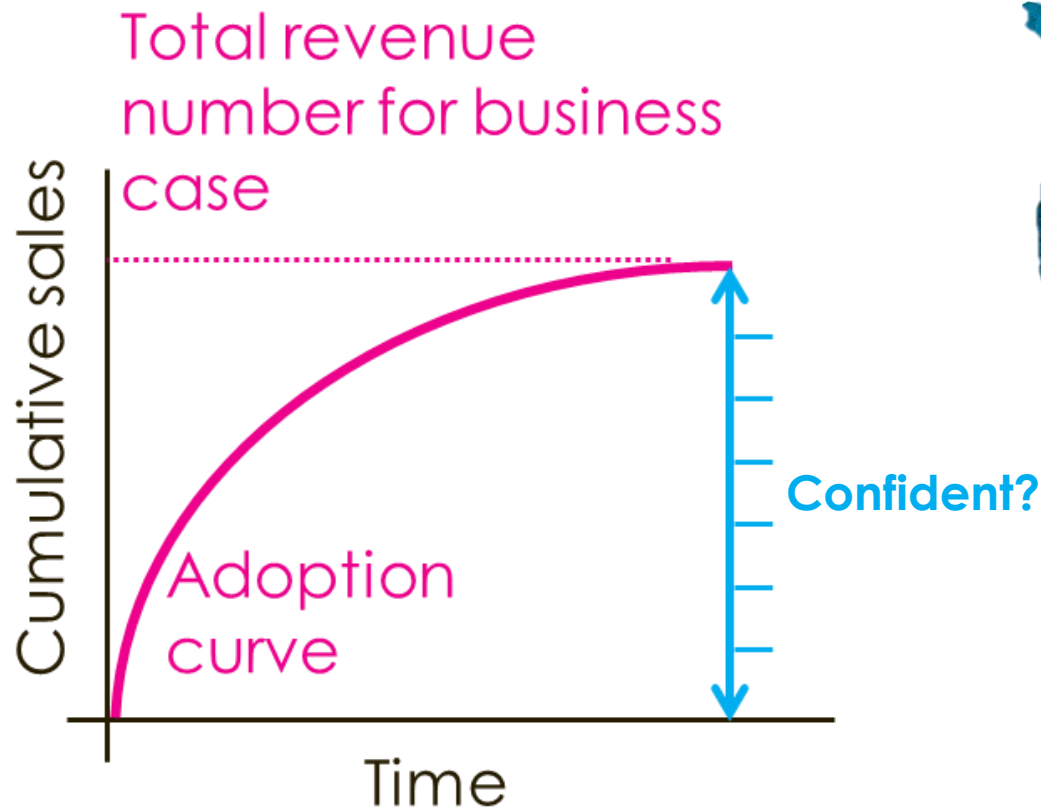
The everyday items
you need in 10 minutes or less



WHY DOES AGILE INNOVATION MAKE BUSINESS SENSE?



WHY DON'T WE SEE THIS IN BIG COMPANIES?



HOW CAN CORPORATES EMBRACE AGILE INNOVATION?

appear [here]



Kickstart
your hardware
startup at
Fab Lab London



indiegogo

 crowd**cube**.com



INSIGHT NEEDS TO CHANGE

- / Involve consumers early
- / We live in the real world so test in it
- / Stop seeing insight as a linear process



ASK AWAY!

Chris Thompson

FreshMinds

info@freshminds.net

[@FreshMindsTeam](https://twitter.com/FreshMindsTeam)

[#iiexeu15](https://twitter.com/iiexeu15)

