



RPG Founders Day

1 March 2023 Shiv

Innovation





ADVANTAGES

DISADVANTAGES

1. Innovation is the only competitive advantage but no company has a birthright over it.

2. Innovation History Variables

- **Tools / Implements**
- **Machines**
- **Raw materials – Import substitution**
- **Mass manufacturing / standardization**
- **Management Innovation**
- **Branding**
- **Digital technology**
- **Platform Models**
- **Business Models**

Examples of simple ways to innovate

3. Take out a negative

10
BEST

HAIR COLOR BRANDS AMMONIA FREE



4. Innovation to save time



5.Green Tyre



6. Personalisation

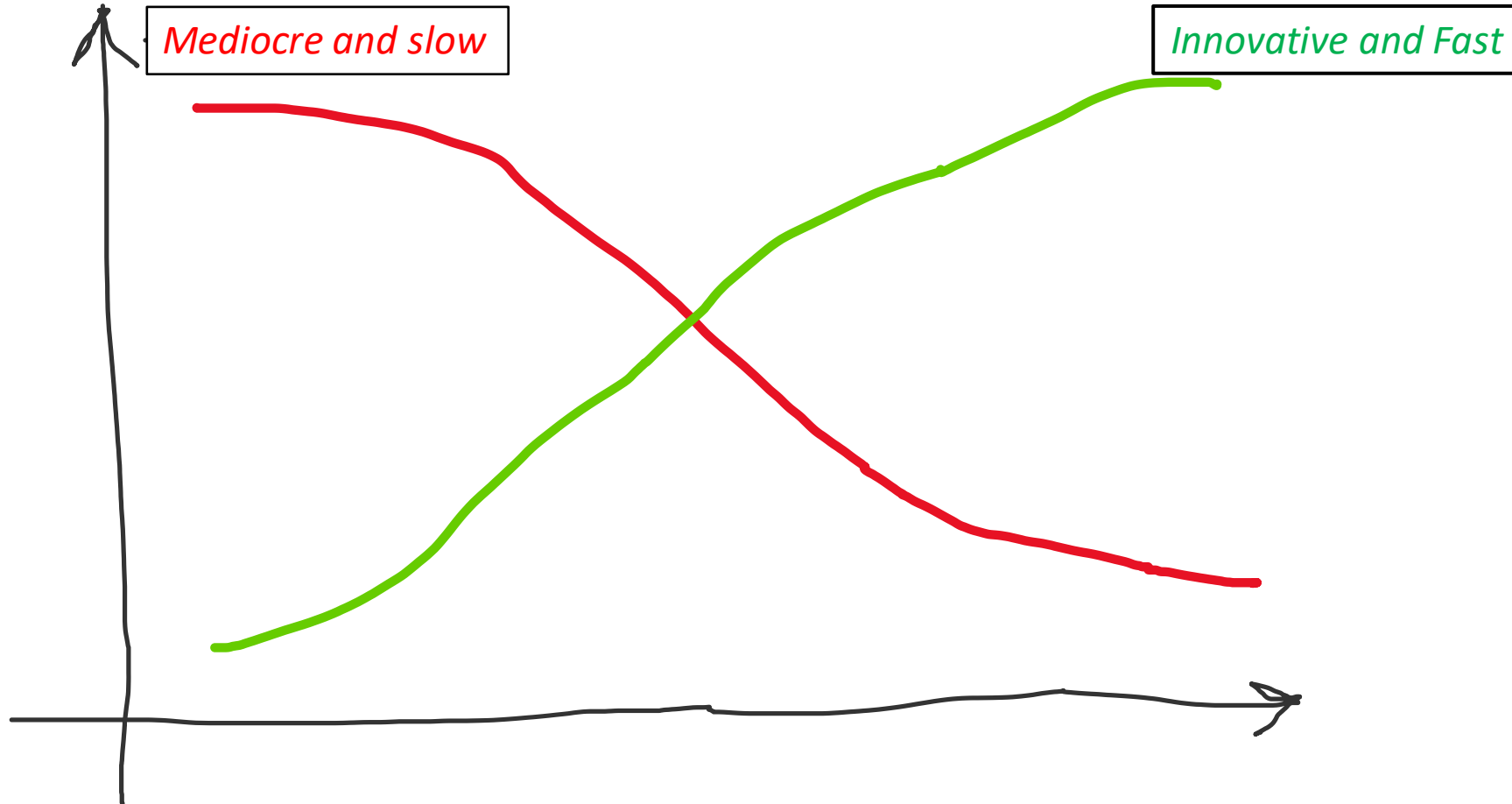




7. Digital Experience Innovation

8. Is price an Innovation?

9. Two different types of companies



10. Innovation needs

- **Insights vs facts**
- **Discipline**
- **Creativity or connecting the dots**
- **Experiment mindset**
- **Recognizing short term and long term successes**
- **Accepting Failure**

Statutory Warning : Hype is not Innovation



Ask
Me **ANYTHING?**

