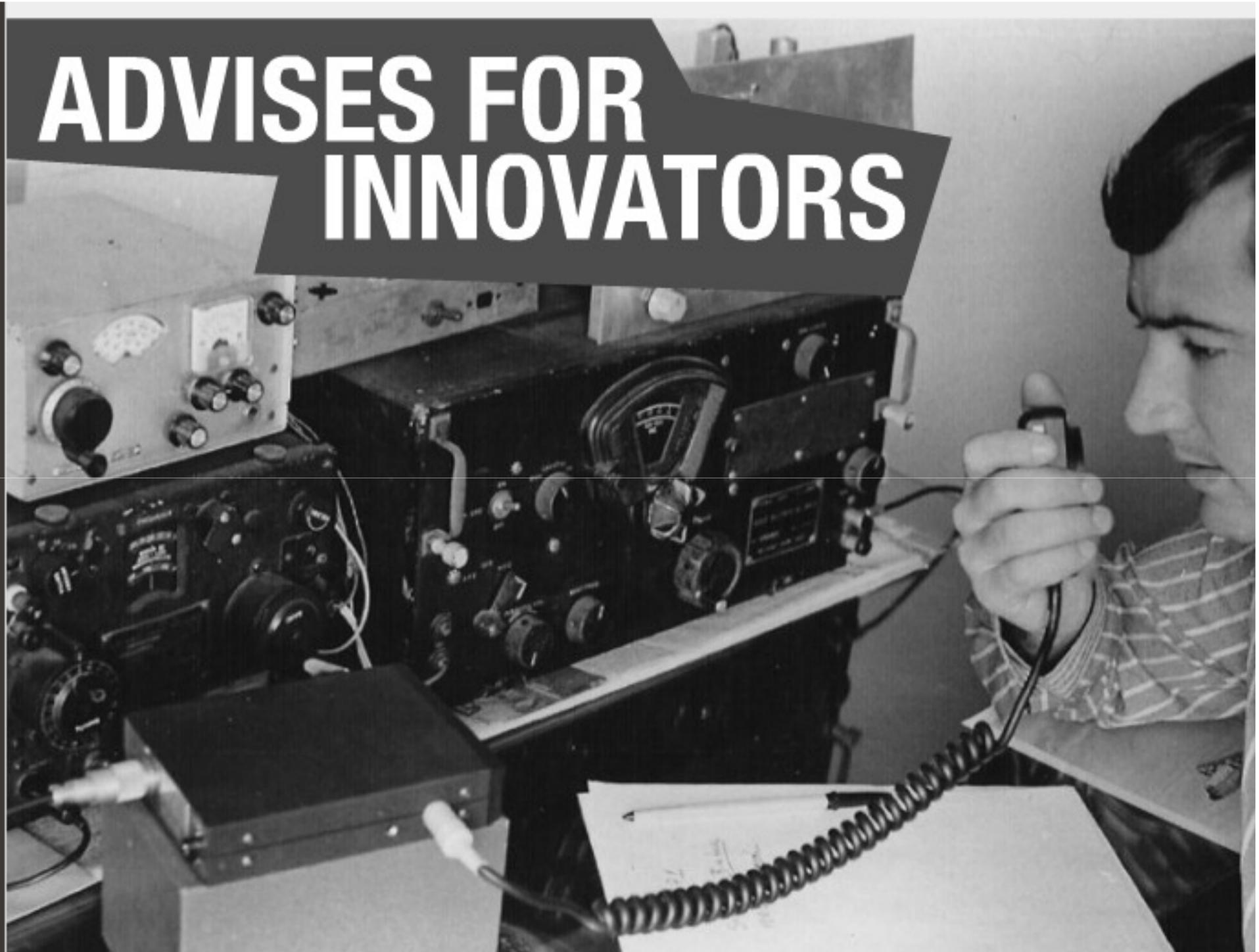


ADVISES FOR INNOVATORS





Be investigative –
**Explore the places where
future already happens.**

And in
foreseeing the future.



the future?



Science-Fiction predictions that came true

Common technologies – predicted by some of the world's most famous authors



SCUBA DIVING

as imagined by Jules Verne in '20,000 Leagues Under The Sea' (1875)

Although diving gear was nothing new, even in 1875, it was then only possible through a pipe to the surface and a semi-rigid suit. Captain Nemo introduces Arronax to a portable system of diving in which air is compressed into a tank that is then 'fixed on the back by means of braces, like a soldier's knapsack.' The progression of the aqualung continued through the early part of the 20th century, but was not perfected until the 1940s.

WWW.TODAYSTEN.COM/2007/03/10-PREDICTIONS-THAT-CAME-TRUE.HTML



WWW.TODAYSTEN.COM/2007/03/10-PREDICTIONS-THAT-CAME-TRUE.HTML

TEST-TUBE BABIES

as imagined by Aldous Huxley in 'Brave New World' (1932)

Brave New World is one of the most famous glimpses into an imagined future, and author Aldous Huxley's imagination conjured up a world where the population is not born naturally but from a machine, where their genes can be perfected and the nutrition controlled. This pre-dates the arrival of so-called test tube babies, where the egg is fertilised outside of the body, by some 46 years – although in reality a human is still needed for the pregnancy, which means you'll have to hold off on suggesting a test-tube baby's star sign is Pyrex...



VLARGE/INDYART/ANIME/THE_TEST_TUBE_BABIES.JPG



Science-Fiction predictions that came true

Common technologies – predicted by some of the world's most famous authors



ROBOTS

as imagined by Karel Capek - 'Rossum's Universal Robots' (1920)

There are links to mechanical servants traceable back to Greek Mythology and the legend of Pygmalion, but the first use of the word robot in its modern usage comes from Capek's play R.U.R – the root is from the Czech word 'robota' which means drudgery, although the author kindly gave credit to his brother Josef who had suggested the term.

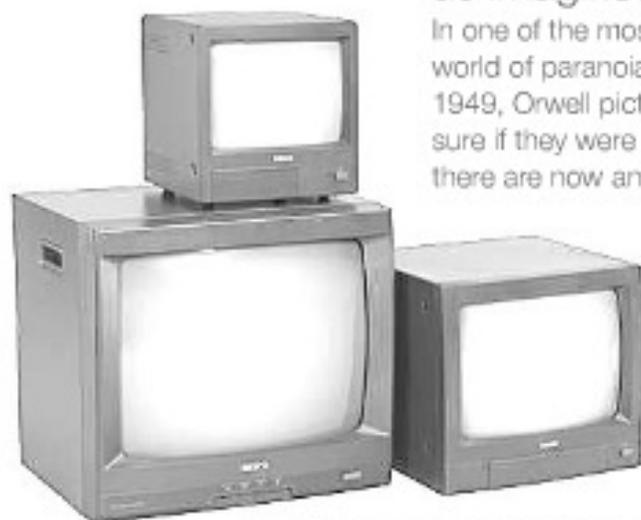


CCTV

as imagined by George Orwell in '1984' (1949)

In one of the most famous dystopian imaginings, George Orwell plunged his character Winston into a world of paranoia and suspicion, watched over by the sinister Big Brother. First published back in 1949, Orwell pictured a life where the populace was watched over by telescreens, with nobody ever sure if they were being watched. CCTV arrived as a means of watching the public in the 1970s, and there are now an estimated four million cameras in the UK alone.

WWW.TODAYSTEN.COM/2007/03/10-PREDICTIONS-THAT-GAME-TRUE.HTML



IMG.ARCHIEXPO.COM/IMAGES_AE/PHOTO-6/BLACK-AND-WHITE-CCTV-MONITOR-46520.JPG



THE SCREENSAVER

as imagined by Robert Heinlein in 'Stranger in a Strange Land' (1961)

Heinlein talks of a television screen 'disguised as an aquarium' in his book *Stranger in a Strange Land*, with guppies and tetras swimming around, describing the now familiar site of a computer screen with fish floating serenely across it. Screen savers were brought in to stop an image being burnt on to a screen, and even the advent of monitors much more resistant to this problem has not really curbed their usage.

WWW.TODAYSTEN.COM/2007/03/10-PREDICTIONS-THAT-CAME-TRUE.HTML



WWW.TODAYSTEN.COM/2007/03/10-PREDICTIONS-THAT-CAME-TRUE.HTML

THE VIDEO IPOD

as imagined by HG Wells in 'When The Sleeper Wakes' (1899)

Wells, the writer of some of the most important books in science fiction, came up with a device that sounds almost exactly like a modern day media player such as a video iPod in his book 'When The Sleeper Wakes. His version was a flat square with a little picture that was 'very vividly coloured.' Not only were the people on the screen moving, but they were conversing with clear small voices.

[HTTP://BLOG.CHIP.DE/SCHMAEPPCHEN-BLOG/WP-CONTENT/UPLOADS/2007/09/APPLE-IPOD-NANO-FARBEN.JPG](http://BLOG.CHIP.DE/SCHMAEPPCHEN-BLOG/WP-CONTENT/UPLOADS/2007/09/APPLE-IPOD-NANO-FARBEN.JPG)



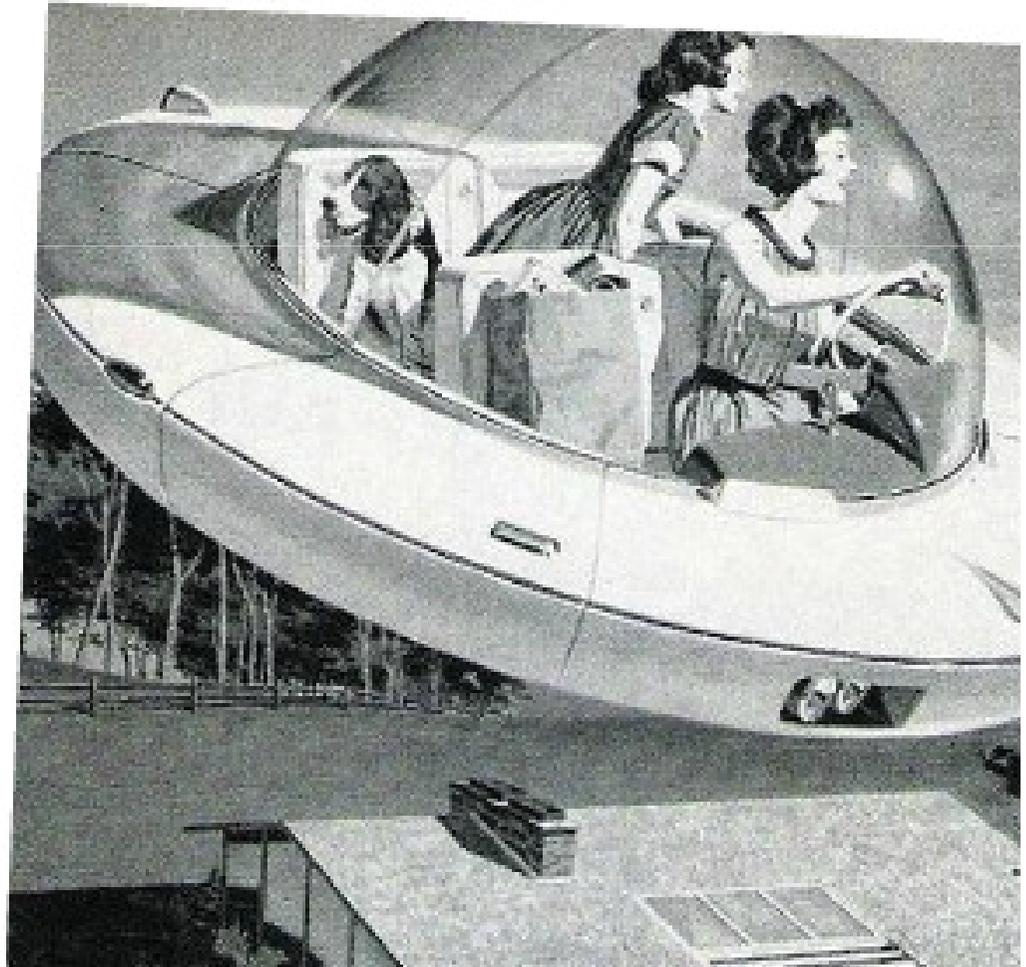
Exploit science fiction —
**Read SF books, watch SF movies,
explore virtual worlds.**

School is certainly not about the future. If schools were future oriented, they would be full of classes in programming, multimedia lit, astronautics, bioethics, genomics, and nanotechnology. Science fiction and fantasy literature would be a part of the curriculum, as r alternative visions of the future.

MARC PRENSKY

**“The future is already here –
it’s just unevenly distributed.”**

William Gibson





Be courageous –
**Even the strangest idea
will find its fans.**

[HTTP://WESS6.WORDPRESS.COM/2009/01/22/LAND-OF-THE-FREE-BY-STEVE](http://wess6.wordpress.com/2009/01/22/land-of-the-free-by-steve)



The key to future success lies in
reducing complexity.



INNOVATIONS

bazile telecom

LES TÉLÉPHONES

Les téléphones Bazile

Le Bazile Prestige : le téléphone à un seul bouton

A partir de 59,90€ TTC

VOIR TES FORFAITS

Le Téléphone Bazile Prestige est un téléphone mobile, à une seule touche. Il est simple et pratique. C'est le meilleur choix pour ceux qui veulent un téléphone simple et pratique. Pour appeler avec le Téléphone Bazile rien de plus simple :

- En appuyant sur le bouton, vous êtes en relation avec les personnes qui vous travaillent, sans avoir à composer.

Exemple :

"Bazile Telecom, Bonjour"

"Bonjour, je voudrais parler à ma fille"

"Je vous mets en relation"

Pour recevoir un appel :

- Le Téléphone Bazile sonne, il suffit d'appuyer sur le bouton pour répondre et converser avec le correspondant.

L'urgence :

Le Téléphone Bazile Prestige vous propose à domicile comme partout :

- une procédure d'urgence qui permet de joindre les pompiers,
- l'assistance gratuite en anglais, en espagnol ou en français d'urgence gratuite,
- l'assistance gratuite pour accompagner tout bébé et qui pas

- TECHNOLOGIE
- INVENTION
- VISION
- BUSINESS MODEL
- INNOVATIONS

Minimalisme



Email Favorite Download Embed

Like 2

Tweet 0

+1 0

Share

merkapt

INNOVATIONS

TECHNOLOGIE

INVENTION

VISION

BUSINESS MODEL

INNOVATIONS

Minimalisme



1. Réduire à l'essentiel

Pousser à l'extrême une seule composante de la valeur ajoutée.



Email Favorite Download Embed

Like 1

Tweet 0

+1 0

Share



1. Réduire à l'essentiel

Pousser à l'extrême une seule composante de la valeur ajoutée.

6. Pivoter

Restez centré sur sa valeur ajoutée,
acceptez de changer tout le reste.



technologie
invention
vision
business model
innovations
timing

4. Construire un écosystème

Permettre à des clients ou des partenaires de venir s'approprier vos produits et augmenter votre valeur ajoutée en cascade.



Be multifunctional –
**Don't think in product
categories, think in
usage scenarios.**



As the center of economic activity in the developed world shifts inexorably from industrial manufacturing to knowledge creation and service delivery, innovation has become nothing less than a survival strategy. It is, moreover, no longer limited to new physical products but includes new sorts of processes, services, interactions, entertainment forms, and ways of communicating and collaborating.

FROM THE BOOK CHANGE BY DESIGN BY TIM BROWN

7. Le bas de la pyramide

Toucher le prochain milliard de consommateurs.





Think global – **Prepare for the new emerging markets.**

Approximately a billion new consumers will enter the global marketplace in the next decade as economic growth in emerging markets reaches a household level of 5,000 in annual household income – the point where people generally begin to spend on discretionary goods. Total spending in emerging economies will increase from 4 trillion today to more than 9 trillion in 2015. This is nearly the current spending in developed economies.

8. Microtransactions

Propager de façon massive une vente individuellement insignifiante.



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merkapt

INNOVATIONS

TECHNOLOGIE

INVENTION

VISION

BUSINESS MODEL

INNOVATIONS

Minimalisme



Le continent **Africain** a dépassé l'**Amérique du Nord** en terme d'abonnements à des numéros mobiles, avec les US et le Canada qui ne totalisent que **277 millions d'utilisateurs (...)**

8. Microtransactions

Propager de façon massive une vente individuellement insignifiante.





Be cooperative –
**Give your customers the
chance to co-create.**

technologie
invention
vision
business model
innovations
timing

5. Faire travailler la foule

Fragmenter la création, le financement, le paiement, la distribution, la communication, ...

NOKIA

Design by
Community
Project 001



Want to help design a Nokia smartphone concept?

[Click here to begin](#)

DESIGN

Welcome to Design by Community!

BY MIKE POSTED ON THE 15TH OF MARCH 2010 AT 1:14PM

Step 4 – Follow the Design by Community timetable

- Week 1 – Display and user interface
- Week 2 – Size and shape
- Week 3 – Materials
- Week 4 – Symbian or MeeGo?
- Week 5 – Connectivity
- Week 6 – Camera
- Week 7 – Enhancements
- Week 8 – What shall we call it?

Then throughout May 2010 you'll get to vote for your favourite design sketches of the smartphone concept, as created by the Nokia Design team. The most popular sketch will then be taken away and computer rendered in full 3D to bring your collaborative vision of the future to life.

- 1 Move the sliders to select your ideal set up
- 2 Ensure you get the perfect mix of specs
- 3 Hit the submit button, you're all done.

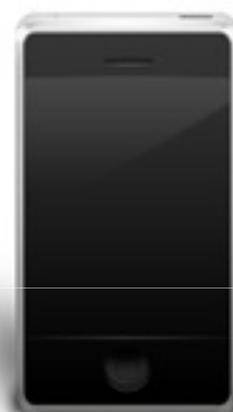
The screenshot shows a 'Size and shape' configuration interface. It includes sliders for 'Screen height', 'Width', 'Height', 'Depth', and 'Keypad'. Below these are 'Keypad size' and 'Keypad shape' options. A 'Color selection' tool is visible, showing a stack of colored layers (red, green, orange) and a 'Submit' button.

technologie
innovation
vision
business model
innovations
marketing

5. Faire travailler la foule

Fragmenter la création, le financement, le paiement, la distribution, la communication, ...

FAIL



2. Dématérialiser

Transformer les atomes en électrons, le produit en service

CAVE N° 9975

Beaune - 2006



Domaine Bouchard Père
& Fils

1er Cru Clos de la Mousse

Best After 2010

Best Before 2012

6 Bouteilles

technologie
innovation
business model
innovations
marketing

2. Dématérialiser

Transformer les atomes en électrons, le produit en service



zipcars
live in your neighborhood

For work or play

Reserve online • Walk a block • Drive! • Gas & Insurance included

Drive a car ... without owning one. From \$8.50/hr.
Find yours @ zipcar.com or call 866.4.zipcar

zipcar.

zipcars
live in your neighborhood

For work or play

Drive a zipcar - from \$8.50/hr!

< Drive a zipcar >
whenever you want - 24/7!

Rent a Zipcar in your neighborhood for the hour or day. Includes gas, insurance & parking. Reserve online, get picked up with your Zipcard and simply drive away. No fees or paperwork. One Zipcar, 100s & 1000s and more for personal or work-related driving. From \$8.50/hr and \$10/day.

Join now @ zipcar.com and
get \$25 FREE driving

Enter code at the pickup desk.
Must be used within 30 days of joining.

zipcar.

Learn more or find cars near
you @ zipcar.com or call 866.4.zipcar

zipcars
live in your neighborhood

For work or play

zipcar.

2. Dématérialiser

Transformer les atomes en électrons, le produit en service



nologie
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vations
ng

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en compte
s servir

3. Court-circuiter

Changer le paradigme de distribution
détruisant tout ou partie du business model classique.



<http://www.slideshare.net/smartfutur/carnet-2010-observatoire-des-tendances>

<http://www.slideshare.net/sapient/insights-2012-spreads>

<http://smartfutur.blogspirit.com/archive/2011/12/12/100-tendances-pour-2015.html>

<http://www.twin-partners.fr/2012/01/01/bel-an-12/>

<http://www.trendwatching.com/fr/briefing/>

<http://www.springwise.com/springwise/top-10-business-ideas-opportunities-2012/>

2) Exploitez l'air du temps & les tendances lourdes

19 pistes actuelles à exploiter

- 1) Miniaturisation / gigantisme
- 2) Simplicité apparente / Sophistication / complexité
- 3) Virtualisation et fou humanité
- 4) Personnalisation / personnalisable
- 5) Plus actif et/ou intelligents (textiles & matériaux)
- 6) Praticité/mobilité, la facilité de préparation, de manipulation, le nomadisme, le compact
- 7) Confort/Sécurité, « Marshmallow Air bag », besoin de confiance, de douceur, de réassurance, prévention, valeurs féminines
- 8) Naturalité, Environnement -écologique/aux plantes
- 9) Force/Harmonie/santé
- 10) Ion line /antibactérien, Millésime, le métal, verre, techno, lignes épurées, le digital, l'internet, l'univers.
- 11) Exotisme/terroir/tradition/d'origine
- 12) Redécouverte des sensations, « Body & soul », la multisensorialité, l'hédonisme, l'éthique, l'humanitaire, la santé comme capital à entretenir
- 13) Surprise /transgression/ too much, le décalage, le ludique, le détournement, l'humour, l'extrême
- 14) Tribu, convivialité, réseaux, parentage, famille élargie
- 15) Découverte/bulle us/espace/évasion, message
- 16) Quête de sens/spiritualité/éthique
- 17) Do it yourself,
- 18) Essentiel /purité/100%/transparence
- 19) Les petits luxes - le qualitatif, l'intérêt pour le style et l'esthétique, le besoin de séduire

1) MINIATURISATION
mini-fromages, mini-car
mini-doses, calinou,
ordi de poche, jeux
miniatures,
Literie King size

**TENDANCES
MARKETING**

Ethique

Santé

Praticité

Forme

Tertiarisation

Plaisir

Low Cost

Appartenance

**Sécurité/
Progrès**

In'expérencing

7-3 Essentiel /
Pureté
100% /
Transparence

7-2 Naturalité
biologique

7-1 Végétarisme
Environnement/
Aux plantes

6-1 Ecologie

6-2 Spiritualité/
sens

6-3 Citoyenneté

6-4 Handicap/
Défaillance

5-1 Facilité de
Manipulation /
Conservation

5-2 Gain de temps/
Prêt à

5-3 Nomadisme

5-4 Miniaturisation/
Gigantisme

5-5 Personnalisation/
Portionnable/
Individuel

5-6 Do it Yourself

5-7 Offre globale/
pack

4-2 Virtualisation/
Humanisation

4-1 Services
associés

3-3 Interactivité/
On line

3-2 Matériaux + actifs
Ou intelligents

3-1 Confort/
Sécurité
« marshmallow
airbag »

2-2 Tribu/
Communauté
Club/Réseaux/
Convivialité

2-1 Enracinement/
Terroir /Tradition
D'origine

1- 5 Exotisme / Evasion
Métissage Découverte

1-4 Fun, Surprise/
Transgression /
Décalage
Ludique, Extrême

1-3 Variété des sens/
Body & Soul

1-2 Magique/
Merveilleux

1-1 Sophistication
Petits luxes

8-4 Cosmeto-food

8-3 Sportif

8-2 Énergie/bien-être
Force Harmonie
Soin

8-1 Minceur

7-4 Médical

par trinome

- 1) Rechercher 35 moteurs d'innovation via presse, internet etc...
 - Les structurer cf support ppt
 - Avec une proposition d'idée
- 2) choisir un objectif d'innovation (valeur, cout, débouchés etc..) et 6 moteurs d'innovation adaptés
- 3) exercice de créativité à partir des moteurs d'innovation/objectif et de votre veille
 - proposer 3 concepts finalisés.