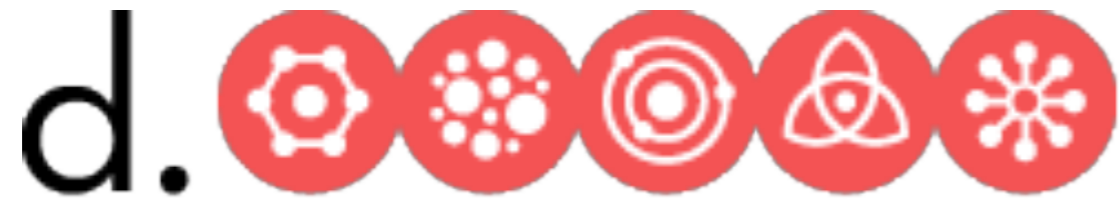


# Customer Focused Innovation



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**I D E O**

# What is it innovation?



- Doing new things with old things
- Bringing old ideas to new products, people, and places
- Creating new combinations of old ideas

# Main principles

- Focus on emotions: perception = reality
- Super rapid prototyping
- Results in hours/few days
- Generally applicable process (services, products, all industries)