

The new Paradigm of Innovation

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Dr. Gertraud Leimüller, MPA (Harvard)
CEO

winnovation consulting gmbh www.winnovation.at
leiwand AI www.leiwand.ai

What is innovation?



Digitization is changing the game on multiple levels

Everything:

- Connected
- Intelligent
- Real-time
- Personalized
- Cross-platform

Market expectations have changed

products



solutions
jobs to be done
experiences



We have to cross some major canyons

A white SUV is driving across a makeshift bridge made of several large logs spanning a deep canyon. The canyon walls are rocky and have some yellowish vegetation. In the background, a person in a yellow shirt and another person in a white shirt are standing on the canyon edge, looking towards the vehicle. The scene is set in a natural, rugged environment.

The nature of problems has changed Examples:

- Climate-neutral industrial production
- Recycling of critical raw materials
- Autonomous driving

The future of mobility is fundamentally different from what we know today

redraw the boundaries of the sector and industrial geography

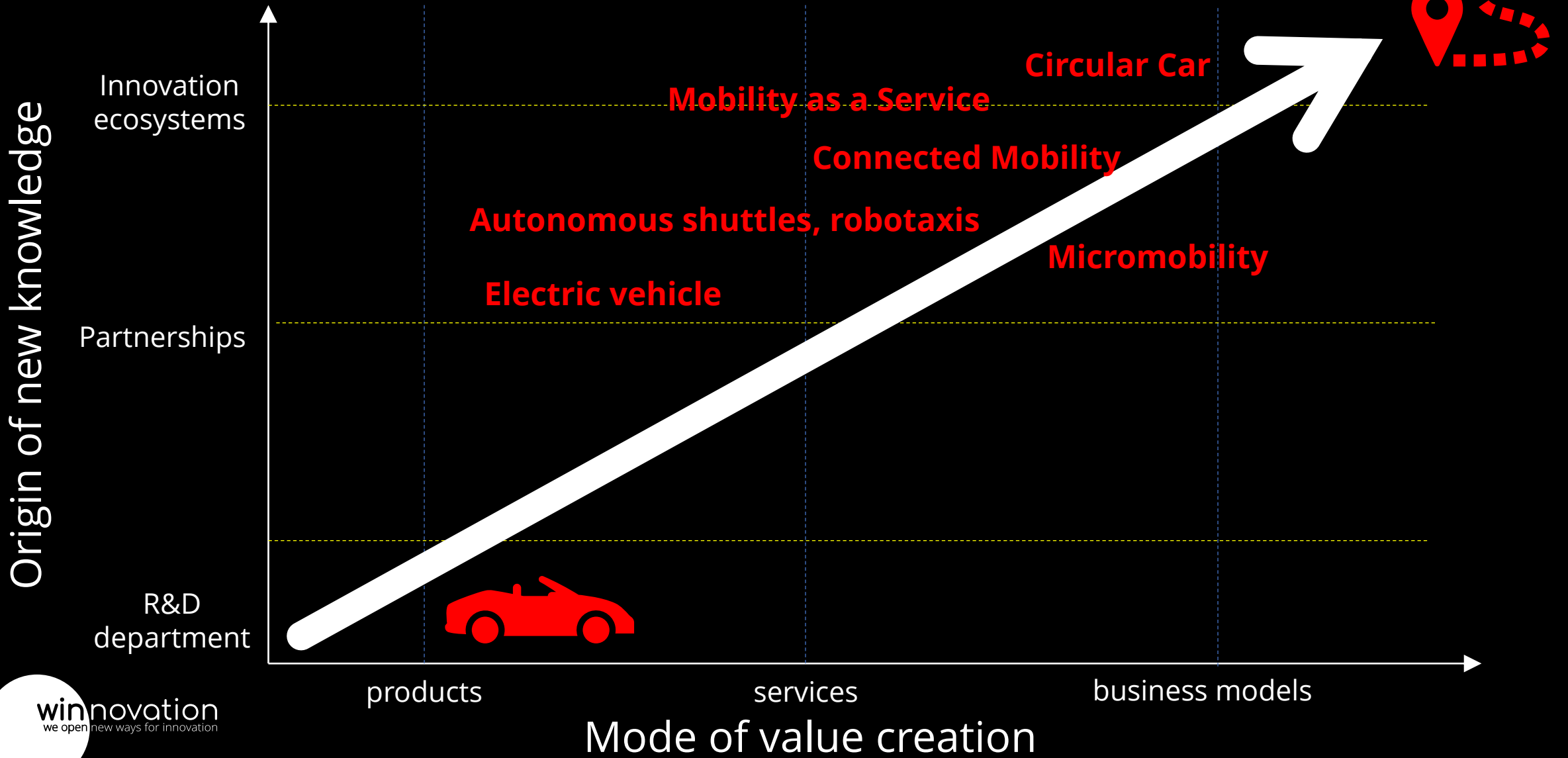
redefine the key players and sourcing practices

redefine products and business models

rewrite rules, power distribution

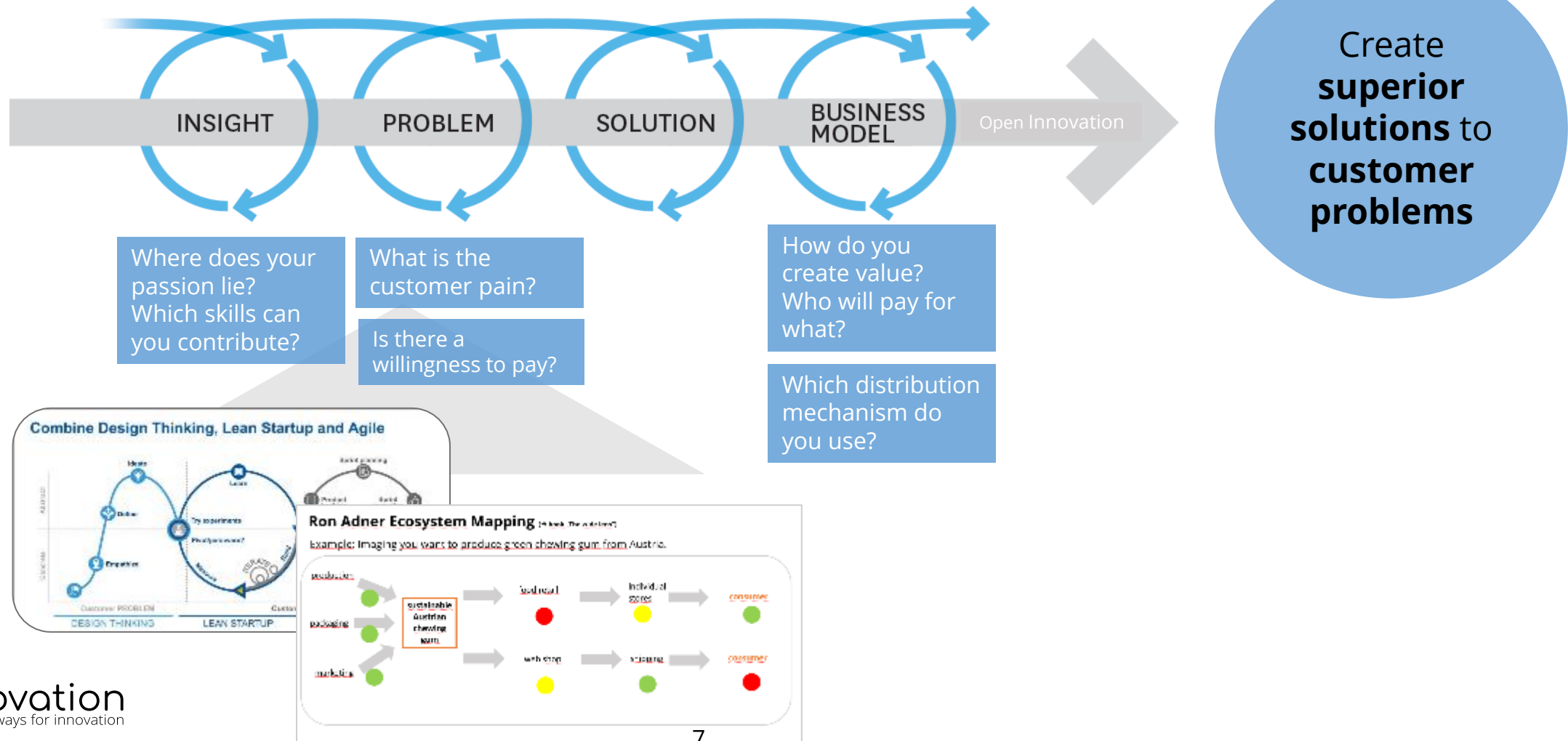


The evolution of innovation



Non-linear innovation processes

→ disruptive, bigger innovations – create new market spaces



So, what is innovation?



Nasa

Lockhead Martin

ESA

TTTech

Samsung

Honeywell

Airbus Defense & Space

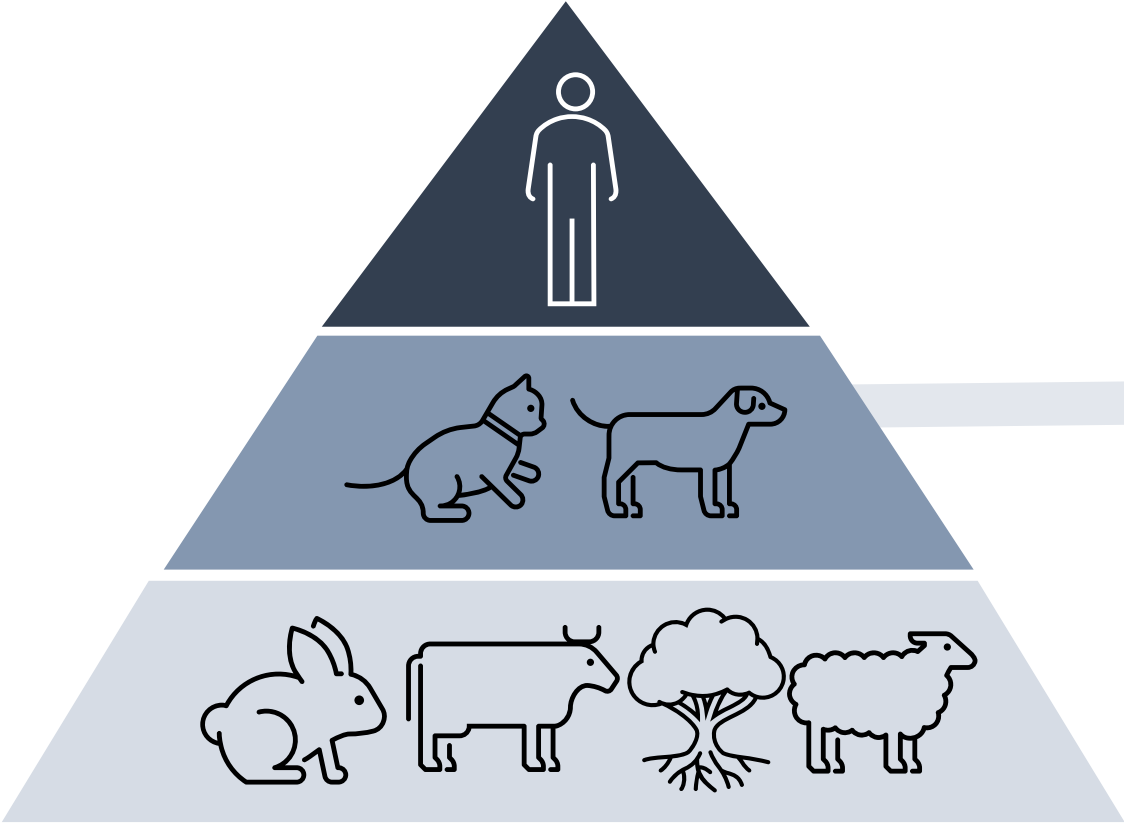


Innovation is strongly connected with ...

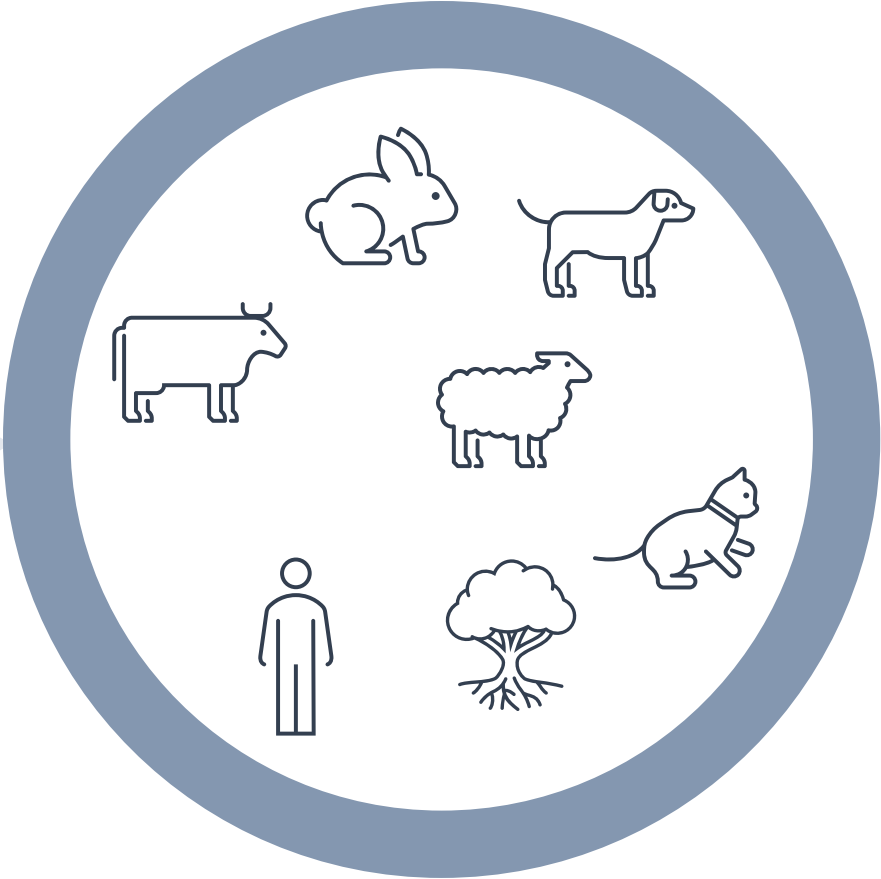


- the ability to build ecosystems,
- collaborate across boundaries,
- novel kinds of value creation.

Ecosystem thinking requires a shift of minds

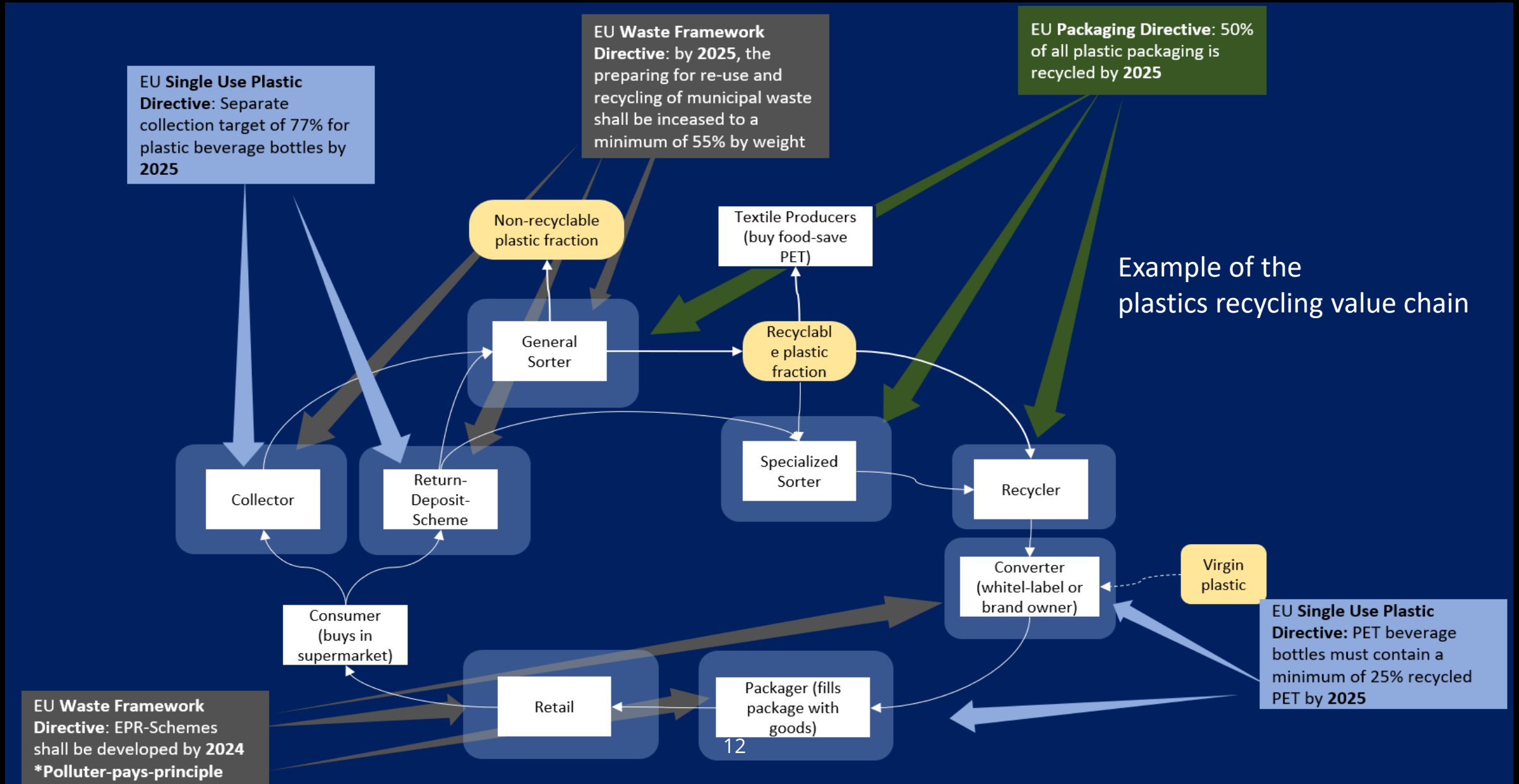


EGO



ECO

Eosystem thinking is based on a solid innovation strategy




Ecosystem thinking involves strong customer centricity

WE HEAR YOU.



Expand the pie: Sharing and scaling



Data and analytics leaders who **share data externally** generate **three times more measurable economic benefit** than those who do not.

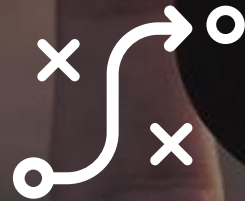
Quelle: Gartner <https://www.gartner.com/smarterwithgartner/data-sharing-is-a-business-necessity-to-accelerate-digital-business>

In a nutshell

Innovation does not depend on company size.
It depends on your ability to:



become a
ecosystem
thinker and
doer



be clear on
your
innovation
strategy



walk in the
shoes of
(multiple) users
and customers



share resources
in order to
grow the pie

**GOOD
NEWS
IS COMING**



Thank you for your attention!

Contact

Dr. Gertraud Leimüller

gertraud.leimueller@winnovation.at

winnovation consulting gmbh
www.winnovation.at

Open Innovation Forschung und
Beratung

leiwand AI gmbh www.leiwand.ai
Solutions for Trustworthy AI