

Innovation ist nicht Renovation!

Wieso sprechen alle von etwas, das keiner macht?

Mars Aeschlimann
mars@creaholic.com

HA Y'9bH YdfYbYi f'7`i V'8\$%\$



The logo for the Swiss Technology Award consists of a red, stylized globe icon with a white cross on its surface, positioned above the words 'SWISS TECHNOLOGY AWARD' in a bold, uppercase sans-serif font.





Н Ү 9 Ы Н Ү Д Г Ү Б Ү Г І Ү 7 Ү І Ү 8 \$ % &



creaholic
creates timely advantages™

The Entrepreneur Club 2010



Anticipation - Deconstruction – Reconstruction - Values



History



TM



600 projects
More than 150 IPR families
Several design awards
Several technology awards
Swiss economic award `06

Who needs “timely advantages”?



Small companies and big companies.
The Leader – The Number Two – The Start-Up – The Near
Bankrupt.

The Gas Phase Toolkit



The gas phase toolkit is a framework and source of inspiration.

The tools overview

analysis

A01 - today & tomorrow
A02 - disturbing factor
A03 - innovation space
A04 - go or no go
A05 - innovation hurdles
A06 - project anchor

planning

B01 - my role
B02 - responsibility matrix *
B03 - facts & figure *
B04 - state of the industry *
B05 - stakeholder map
B06 - stakeholder matrix
B07 - great places *
B08 - workshop logistics *

broad inspiration

B09 - knowledge extraction
B10 - internal knowledge
B11 - licence inspiration *

B12 - creafund
B13 - goldfire innovator
B14 - competitive products
B15 - bionics
B16 - special assignment *

user inspiration

B17 - observe in context
B18 - expert user interview
B19 - extreme viewpoint
B20 - five whys
B21 - a day in the life
B22 - draw the system
B23 - prioritise needs

introduction

C01 - break the ice *
C02 - hopes & fears
C03 - mood-o-gram *
C04 - diverge & converge
C05 - creativity decathlon
C06 - what's the problem?

C07 - context map

ideation

C08 - brainstorm checklist *
C09 - brainstorm rules
C10 - warm me up *
C11 - post-it storming
C12 - we tried that before
C13 - is & is not
C14 - the 6-3-5 method
C15 - mind mapping
C16 - morphological analysis
C17 - provocation
C18 - reverse thinking
C19 - six thinking hats
C20 - role play
C21 - mix & combine

evaluation

C22 - criteria list
C23 - voting
C24 - baseline screening

C25 - 1000 \$
C26 - new, useful, feasible
C27 - pinc check
C28 - negative selection
C29 - now-how-wow

next steps

C30 - cost-benefit-risk
C31 - moving forward *



The tools overview today

#A02 disturbing factor

#B03 facts and figures

#B18 expert user interview

#C03 mood-o-gram

#C04 diverge & converge

#C09 brainstorm checklist

#C14 the 6-3-5 method

#C25 1000 \$

#C30 cost-benefit-risk



Step 3: ideation



#C03 mood-o-gram

Sometimes people can feel lost or 'in the fog'. By telling everyone this can help to reassure them this is to be expected and is part of the creative process.



Our Start-Ups



SMIXIN is in the caterpillar stage ... it is functioning technology, but we don't know yet what it will develop into.



SMIXIN



Our aspiration ...
Can a hygienic cleansing still be achievable if we use 10x less
water and energy?

Hand washing is a simple way to stay healthy...

The first component of body hygiene

Performed by almost 100% of the population

Performed every day, 7 days a week

No time consuming, no special effort needed

Great way to prevent illness



Reinventing the hand washing process

- + Optimise the soap dosing
 - + Innovate the soap-water mixing
 - + Reduce water consumption to a maximum
-



= **Better and healthier world with a clearer conscience**

A perfect hand washing with half a cup of water

Experience of a new sensitivity

90% reduction of water consumption (0.1L)

Repeatable and controllable hygiene level



Our Start-Ups



WOODWELDING is in the butterfly stage ... it is a mature product existing in the real world and creating it's own opportunities.



WoodWelding



Our aspiration ...

Constructing methods with wood remained the same since centuries. Why is it not possible to weld wood.

WoodWelding



Our inspiration ...

Wood or plastic plugs are used as a common fixing method. But a tree in the ground is not a plug.

WOODWELDING® TECHNOLOGY

Platform Technology for Universal Anchoring

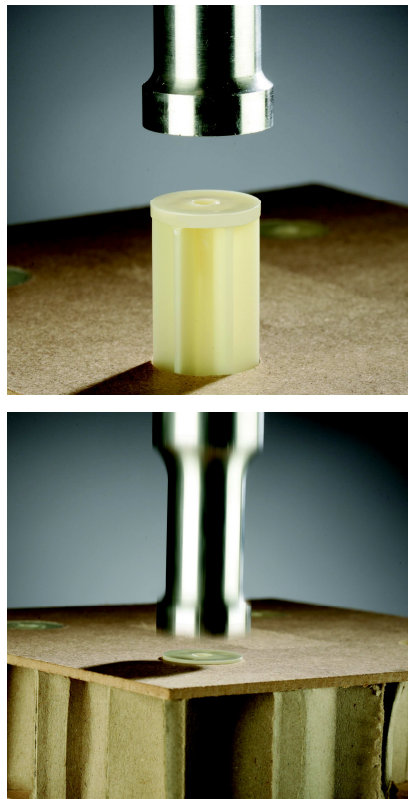
...in porous materials...

1996



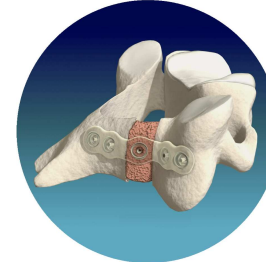
...even in mostly air...

2006



To bone

2005



The Entrepreneur Club 2010

  **creaholic**
creates timely advantages™

The Entrepreneur Club 2010



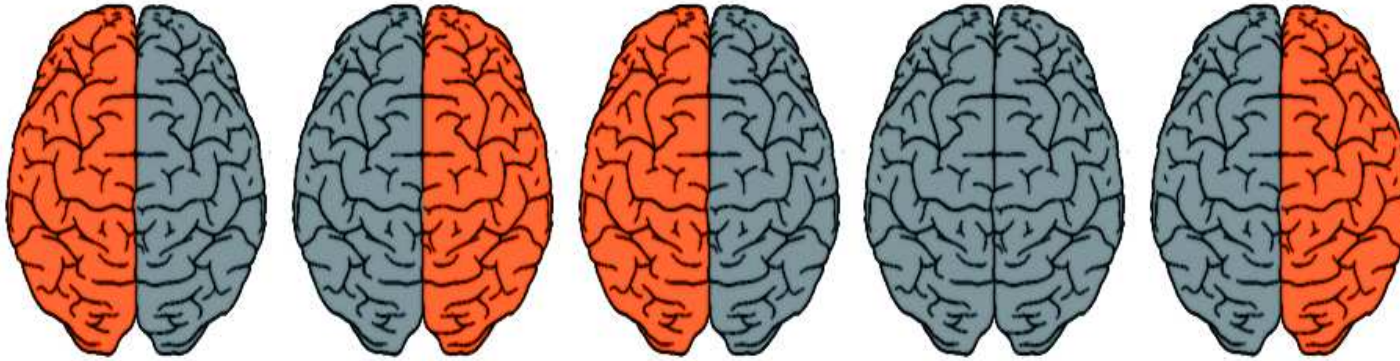
Swiss Economic Award



Entrepreneurship

“The industrial decathlon”

Multiplication of brainpower



A rich mixture of expertise and experience, diverse cultural backgrounds

Look for the real need



Look for the real need and not for the symptoms

Let yourself be kissed from the muses



Playful imagination.

Be a rule breaker



A complete change in thinking or belief system that allows the creation of a new condition previously thought impossible or unacceptable.



Look for inspiration everywhere



freedom
movement
fantasy
inspiration
dreams
invention
imagination
creativity
utopia
reaction
explosion
chaos
pressure
illusion

logic
systematic
clarity
efficiency
structure
reality
exactness
seriousness
power
stability
strength
consistency
erosion
maturity



'Love-hate' relationship between 'gas' & 'solid' states

Passion



... die leidenschaftliche Hingabe.

Humbleness to accept better solutions



Humility, to improve

Playful imagination



What floats?

Playful imagination



Both!

Virtuosity is not creativity



Be an innovative rebel and take risk



“Innovation is the strongest weapon!”

Shake the „Status Quo“



Everyone asks for INNOVATION.
But they mostly mean RENOVATION.

Stay flexible for the unexpected



Stay flexible for the unexpected



Luck and humor



Im Land der untergehenden Sonne werfen selbst Zwerge grosse Schatten.

Entrepreneurship “The industrial Decathlon”

- Multiplication of brainpower
- Look for the real need
- Let yourself be kissed from the muses
- Be a rules breaker
- Look for inspiration everywhere
- Passion
- Humbleness to accept better solutions
- Playful Imagination
- Be an innovative rebel and take risk
- Shake the „Status Quo“
- Stay flexible for the unexpected
- Luck and humor

Just follow your dreams!!!

Merci!

Marcel Aeschlimann

(mars@creaholic.com)