

Evolution of human problem solving from Hunter-Gatherers to modern day innovation

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Systematic Innovation | Jan 2019 | Nottingham - UK

Today

Golden cycle | Early humans | Modern humans | Next

Discovery
Invention
Innovation

Priorities
Motivations

Continuous improvement
Commercial intent
Market recognition

Democratising
Tools & support
Towards innovation



Golden cycle

of knowledge, creativity and problem solving

Discovery | Invention | Innovation



Discovery

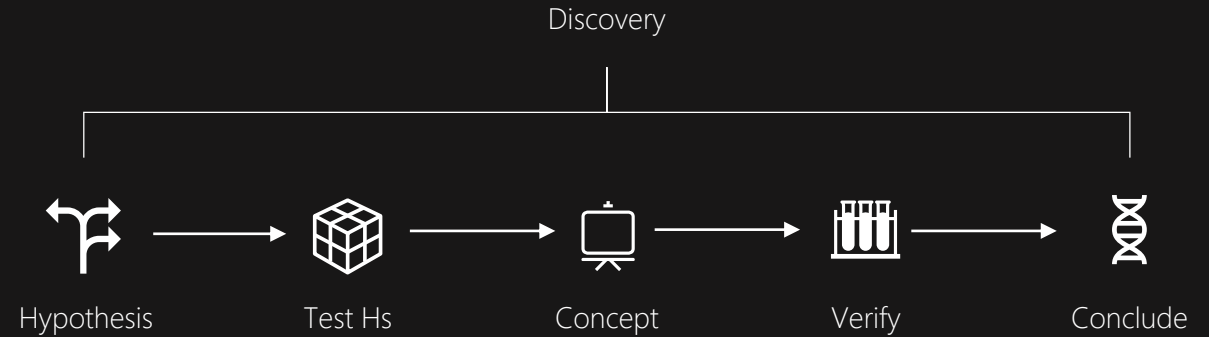
Previously unrecognised or had no meaning

phenomena | event | action | documented | provable

analysis

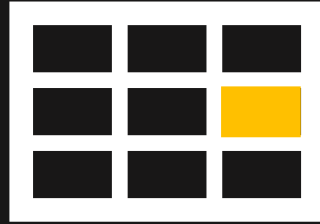
Early human vs. Modern human

Food & survival
Territory expansion
Observation & curiosity
Creativity
Imagination
Trial and error



+

Methodical
Malleable
Revision
Rejection
Dispersion



Invention

Not previously proven to be possible in **practice**

novelty | feasibility | tangible | some commercial intent | optimisation

design

Early human vs. Modern human

Extend capabilities of the body
Insignificant commercial intent
Not mass produced
Find a good enough solution

Beyond capabilities of the body
Commercial mind
Mass production & distribution
Find optimum solution



Innovation

Why do we need it?



Day after iPhone release?

Thoughts?

Is that all?! | how much? 😞 | I can get it next week! 😊



6.5" Super Retina
OLED display
2688 x 1242
3.3 million pixels
458 ppi

technology & engineering



iPhone X Max
64GB 256GB 512GB
From
\$1099

cost (!)

An hour and a half
more than iPhone 8 Plus

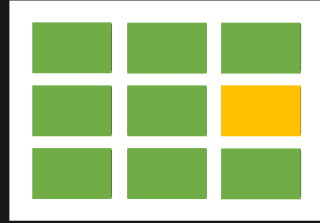


improvement & comparison



Available
September 21

market (availability)



Innovation




Discovery | Invention | Prototype | POC

improvement | commercial platform | market penetration | widespread use | economics



Early human vs. Modern human

Evolving.... Please wait!



Correct Functionality
Incremental improvement
Market
Right physical shape & form
Right price



Early humans

Individual, isolated and collective problem solving

conceptual abilities | linear & systems thinking | goal-attaining behaviour



Modern Human

prefrontal lobe: executive functions and memory

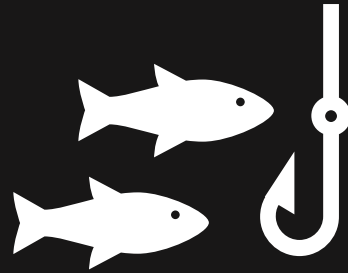
modernity | language enhancement | greater reasoning | planning | modelling
abilities | concept formation | increases in fluid/general intelligence



Planning

Neandertals planned, our kids plan, you should plan too!

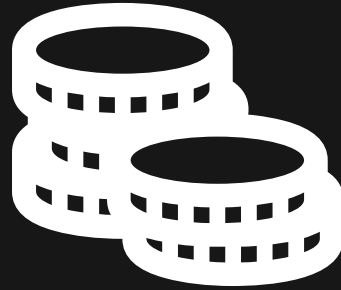
plan strategies | adapt | be flexible | have vision



Sustainability

sustainability or collapse → success or failure

short-term | long-term | simplification | increase complexity | monitor



Reward

Innovation and commercial success

innovation → reward system | autonomy | mastery | purpose

positive feedback loop

Multidisciplinary

Engineering | Science | Economics | Management | Supply-chain | Marketing | Human

...the list is growing →

Democratising



Firms



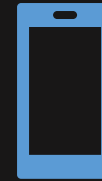
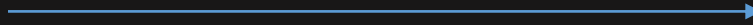
Individual

Education | Training | Tools | Market entry | Incentives | Mentoring & Growth

Start now!



Idea



Innovation

100+ online courses:

Bootcamps:

100+ tools:

App store:

Commercial platform:

coding, UX/UI design, analytics, marketing, etc.

prototyping, rapid development, etc.

free & commercial tools

app available to Billions of user with 1 click

support, invoicing, billing, tracking, distribution, etc.

Roadmap



idea

research

market

plan

implement

test & tune

rollout

feedback

Towards rapid innovation

Thank you