Transcendent Innovation

“Dream Massive, Start tiny, Scale Conscientiously”
Sources of Competitive Advantage
Un-filtered Unmet-Human Need discovery

- Ethnographic Psycho Analysis/Interviews
- Re-framing category
- True Purpose©: Setting the innovation context

Holistic Value Proposition©

- Innovation EQ – Transformation Brief
- Ideation, Rapid-Prototypes
- Low cost Designed Experiments to evolve innovation

Strategic Market Entry targeting “innovators” – maximize cash flow, minimize risk

- Purposeful Business Model©
- Authentic Marketing – Highest Truth© - invisible competitive advantage

Intrapreneurial Cross-Functional Team Structure
Discipline 1: Sharpen your True Purpose

Your Passion

People’s Aspirations

Transcendent Aspirations
Transcendent Value is sparked from your **absurd** point of view on how the **future** will be **better** than the **present**
Discipline 1: Sharpen your True Purpose

Unleash people’s creativity and productivity
Discipline 2: Create/Refine Holistic Value Proposition

Unleash people’s creativity and productivity

Emotional Barriers: Overcome Creative Inadequacy & Technophobia

Tangible Barriers: Complex and fragmented software/hardware

Seductive Confidence

Intuitive Solutions that make Creativity & Productivity Simply Joyful

Transformation Brief

Limbic Objective

True Purpose

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Discipline 3: Cultivate Your Transcendent Adoption Curve

Loyalty & Adoption

Time

Which Consumer Target?
Which Channels?
Which Partners?
Which Countries?

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Discipline 4: Evolve a Purposeful Business Model

Massive Things Start Tiny...always
Discipline 5: Communicate Your Highest Truth ©
Discipline 6: Nurture Transcendent Intrapreneurship©

Entrepreneurs/Intrapreneurs

Idea People
Scientists & Researchers
Planners

Growth Business Managers
Cash Cow Managers
“Liquidations” Managers

Source: Gifford Pinchot III
Blue Earth Transcendent Innovation Model ©

**Paradigm Shifting Discovery**
- Un-filtered Unmet-Human Need discovery
- Re-framing category
- True Purpose ©

**Disruptive Invention**
- Holistic Value Proposition ©
- Innovation EQ – Transformation Brief
- Ideation, Rapid-Prototypes
- Low cost Designed Experiments to evolve innovation

**Transcendent Adoption**
- Strategic Market Entry targeting “innovators” – maximize cash flow, minimize risk
- Purposeful Business Model ©
- Authentic Marketing – Highest Truth © - invisible competitive advantage

**Intrapreneurial Cross-Functional Team Structure**

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