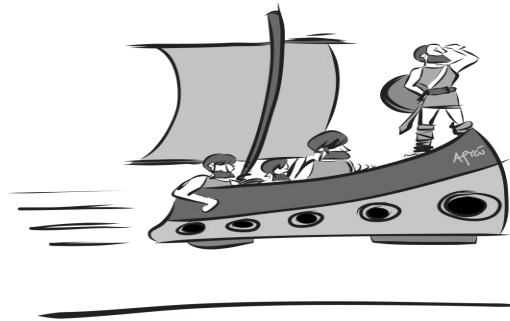


Experimental Entrepreneurship

Sapling says to his dad: "When I grow up I want to be a digital book"
Learning How Events Supposed Not Happening, Happen

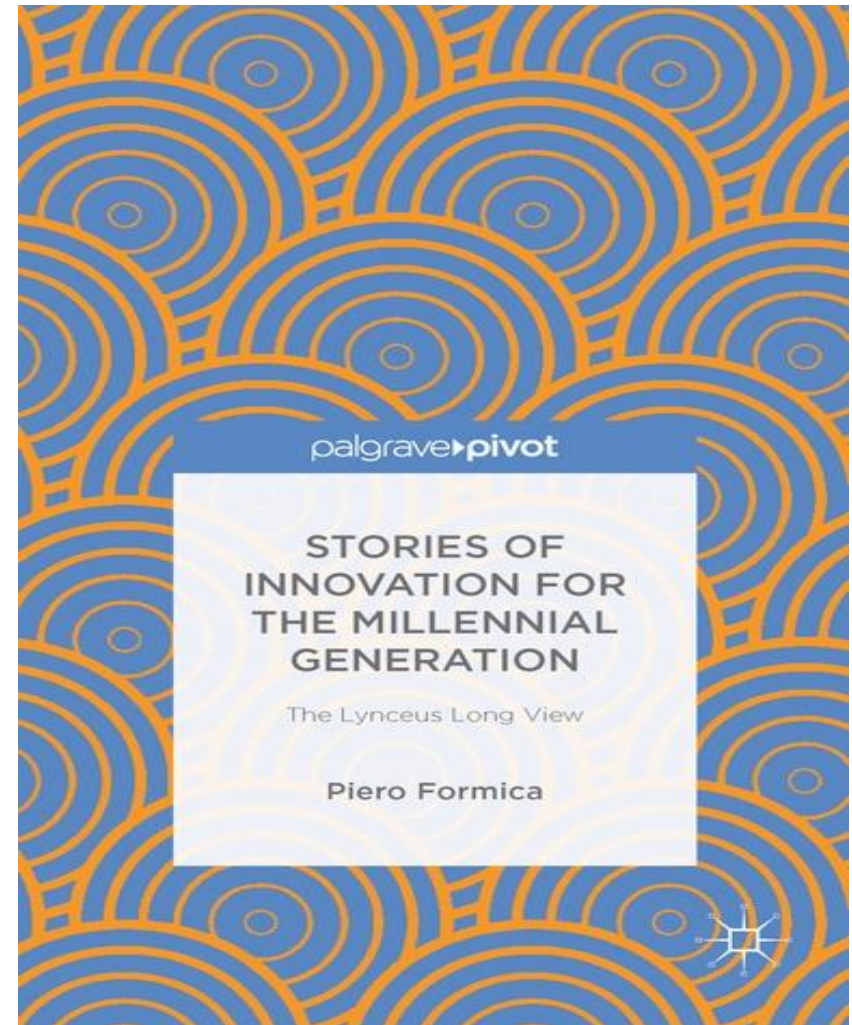
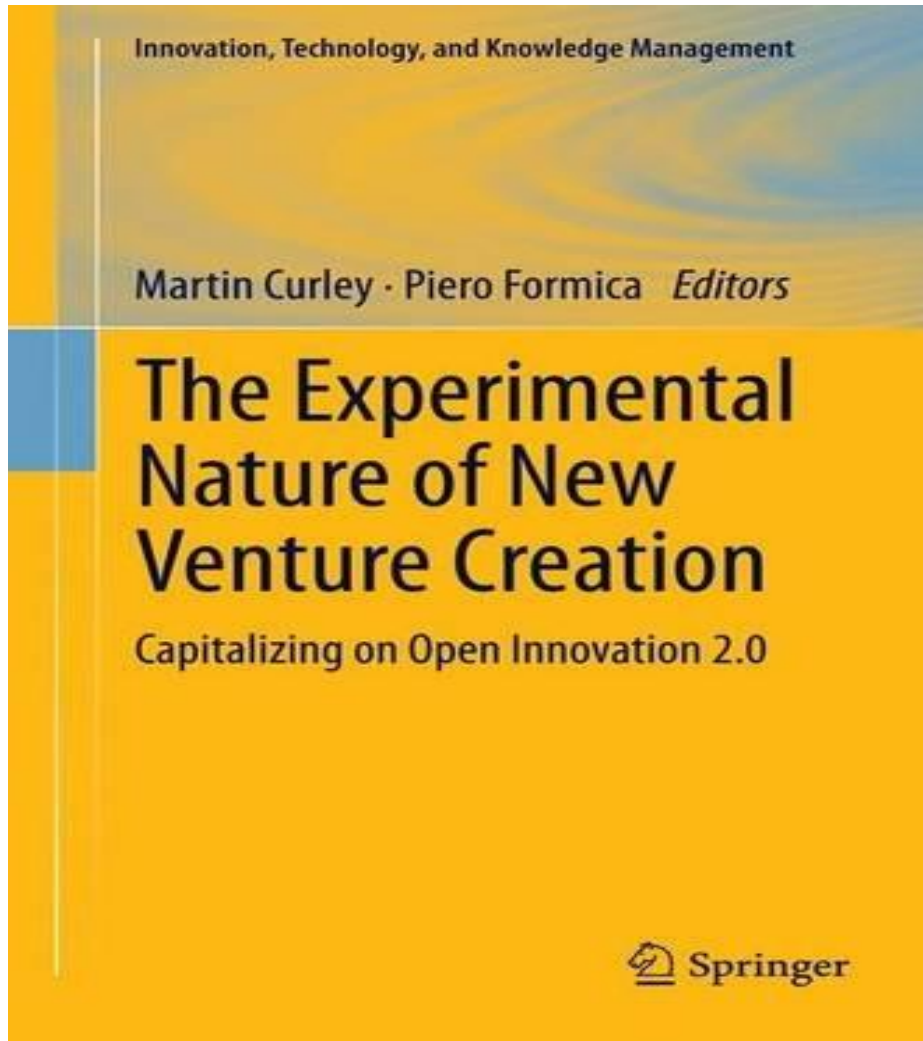


**THE
LYNCEUS
LONG VIEW**

Piero Formica

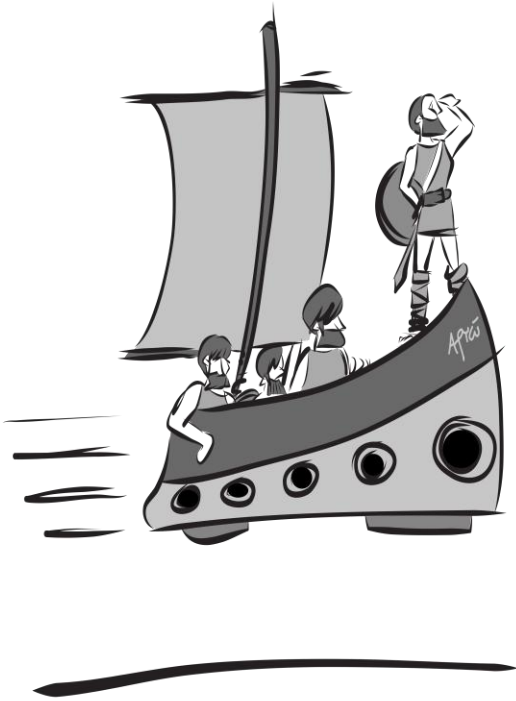
Senior Research Fellow, Innovation Value Institute – National University of Ireland, Founder, International Entrepreneurship Academy

www.intentac.org – www.ivi.ie



*When the winds of change come, some people build walls,
other build windmills.*

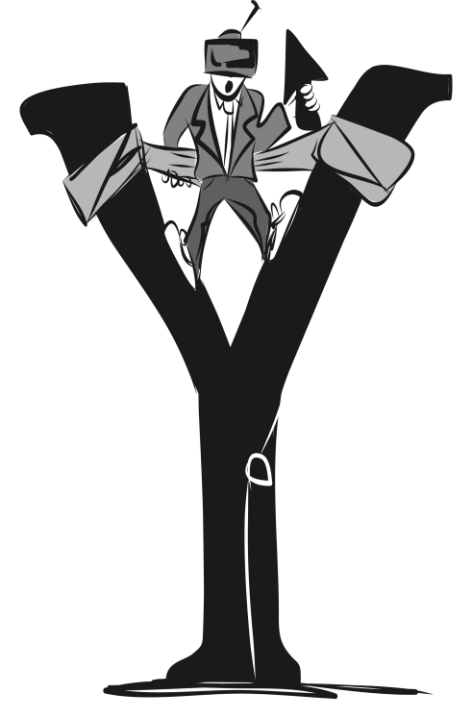
Brian and Sangeeta Mayne, Founders of Lift International



**THE
LYNCEUS
LONG VIEW**



**GULLIVER
TEACHES CRUSOE
THE PHYSICS OF
ENTREPRENEURSHIP**



**THE
Y
GENERATION**



- “I-shaped” individual – his/her experience is profound, one mile deep, but his range of vision is one centimetre width.

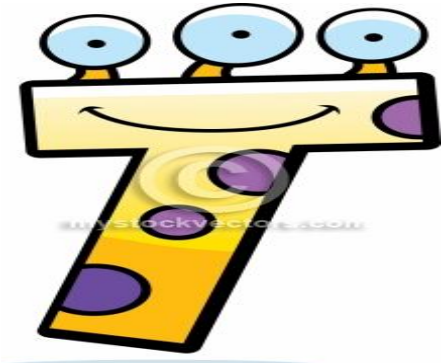


- “T-shaped” individual who adds to expertise a wide range of purposeful ignorance.



Nevil Maskelyne

John Harrison







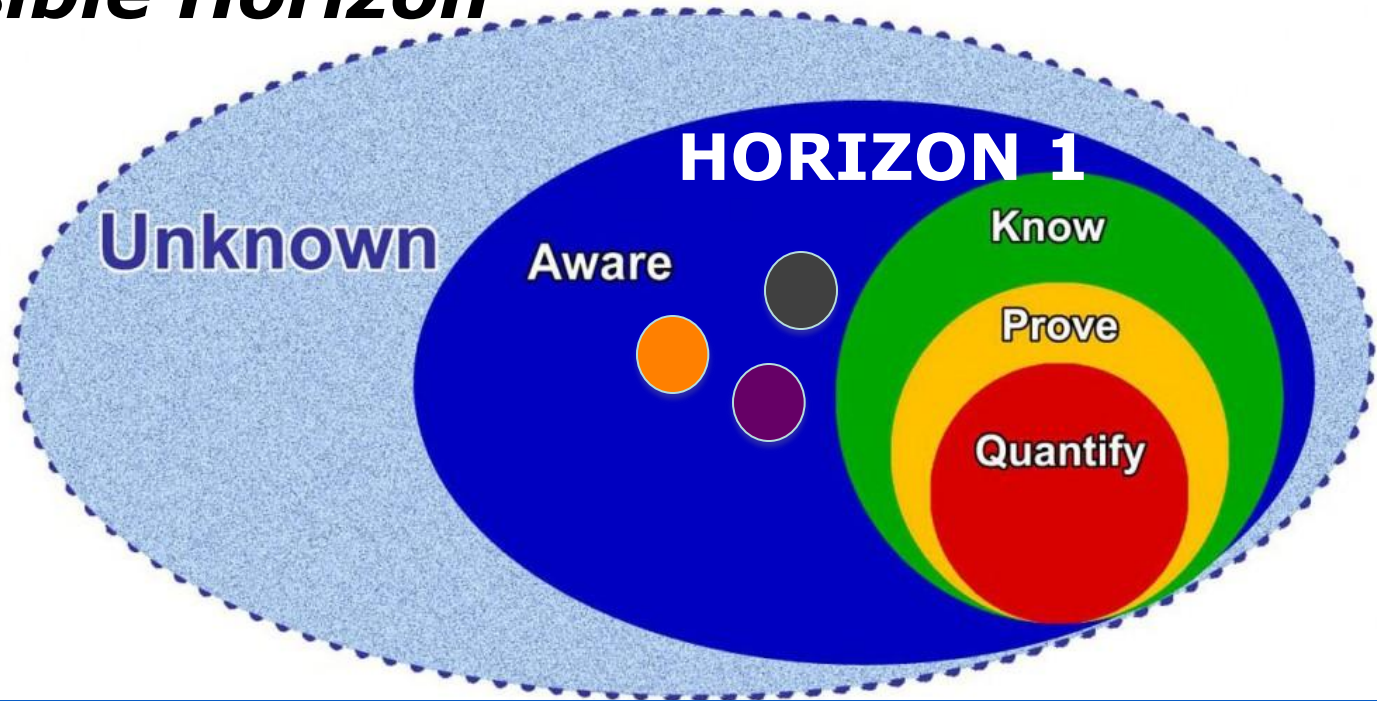
***Nokia's market capitalisation at the end
of 2000 was \$209bn
while Apple's was \$8.6bn.***

***At the end of last year, Nokia was
worth \$14.3bn and
Apple \$627bn – a swing of \$800bn.***

**Source: EUROPE HAS PAID A PRICE FOR LOSING ITS MOBILE LEAD
By John Gapper, FT, September 5, 2013**

Innovation Horizons 1

The Visible Horizon

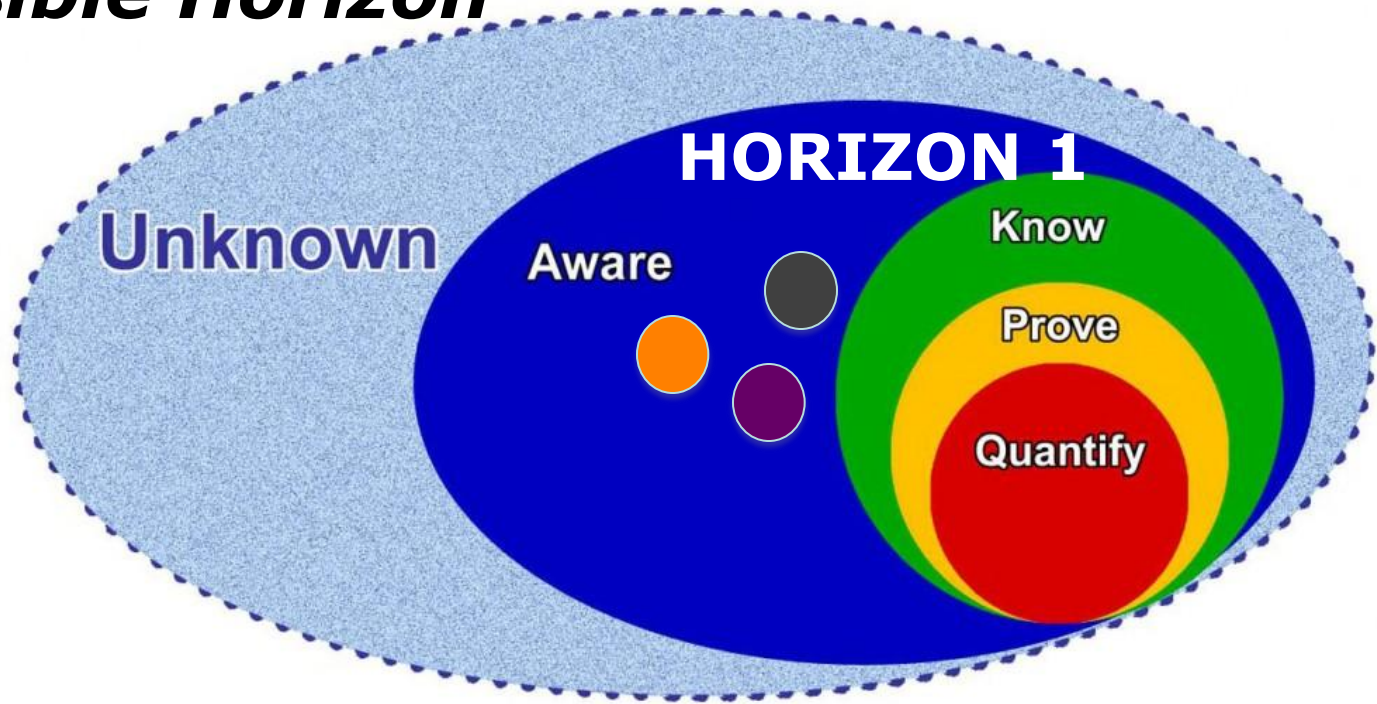


**Pathfinders seek a path within
the boundaries of their knowledge map.**



Innovation Horizons 1

The Visible Horizon



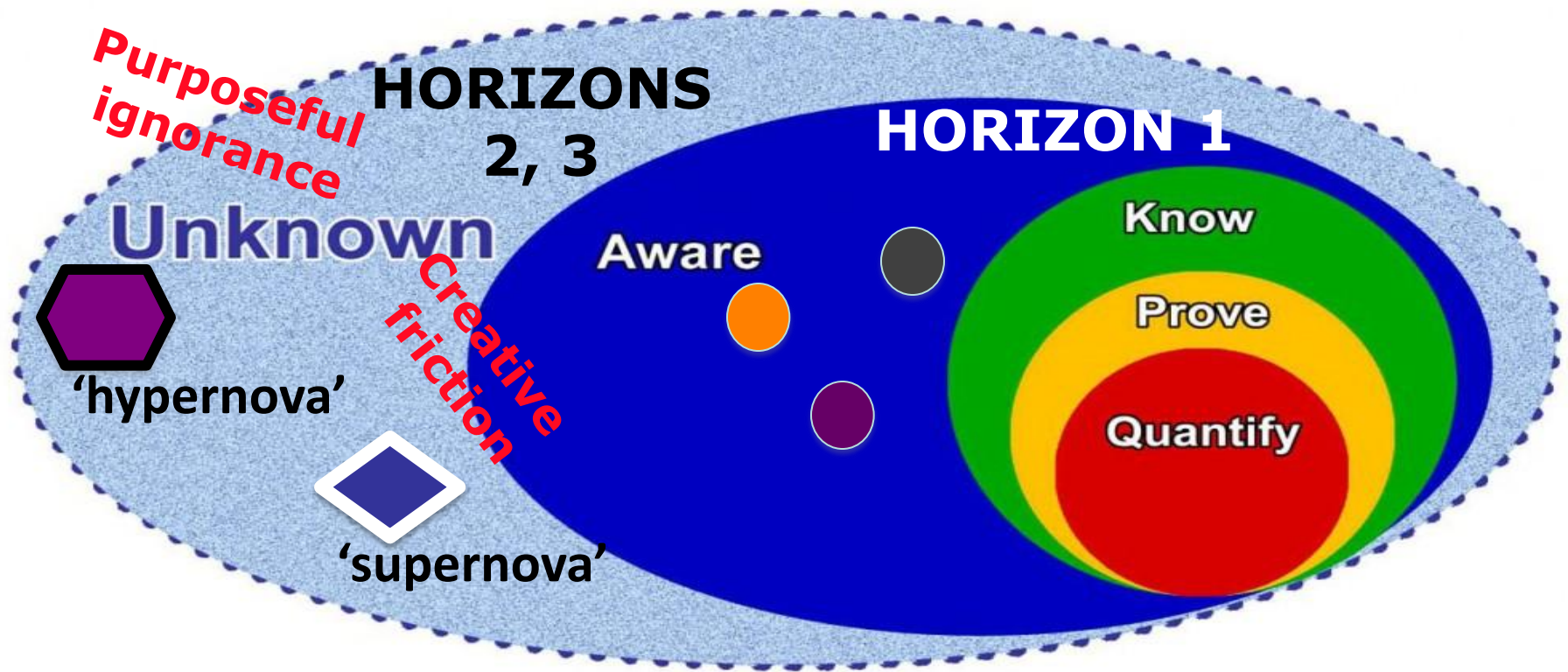
Pathfinders, 'knowledgists' who read markets

**Constraint of
knowledge
"Knowledge
reserved"**

***My point of view
is expert's
point of view***

Innovation Horizons 2 and 3

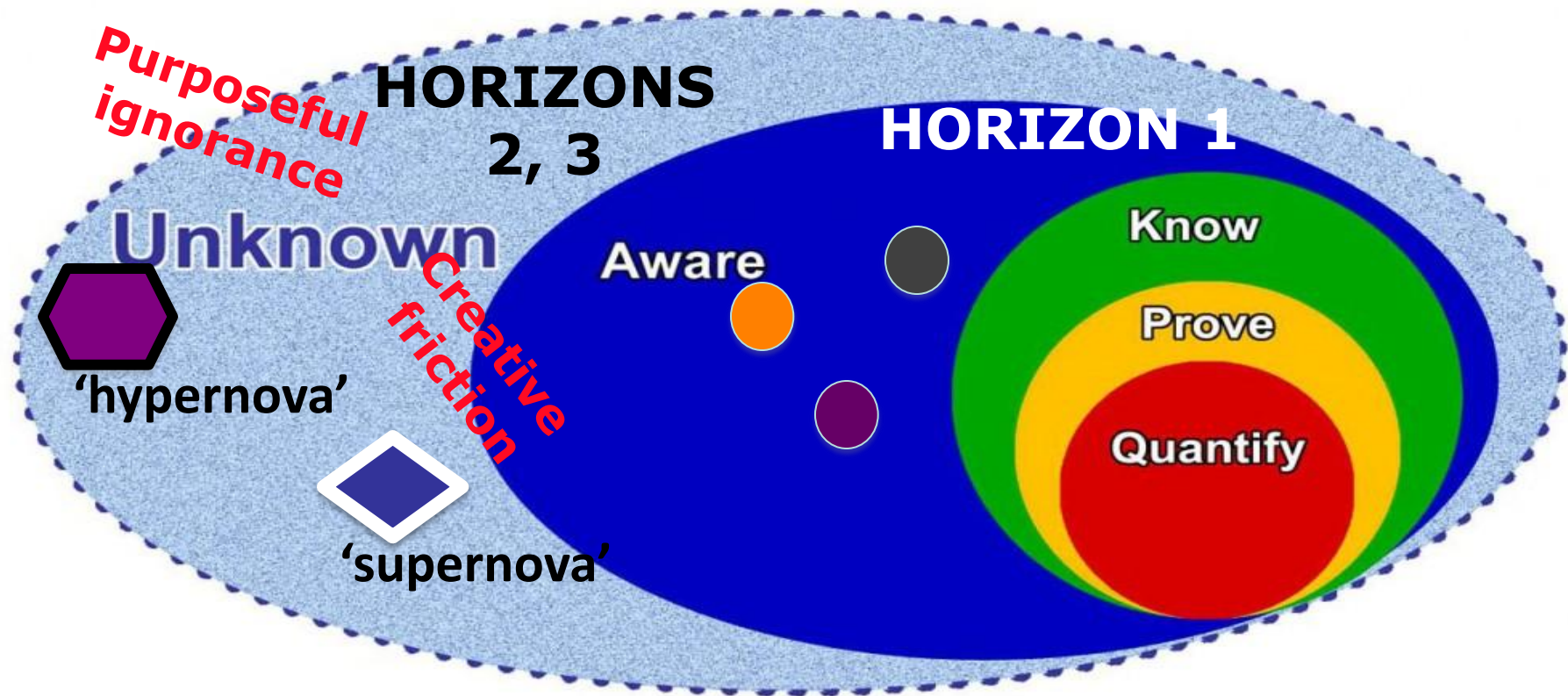
The Real Horizon



Path creators chart a path by randomly walking, disregarding the map of knowledge mastered.

Innovation Horizons 2 and 3

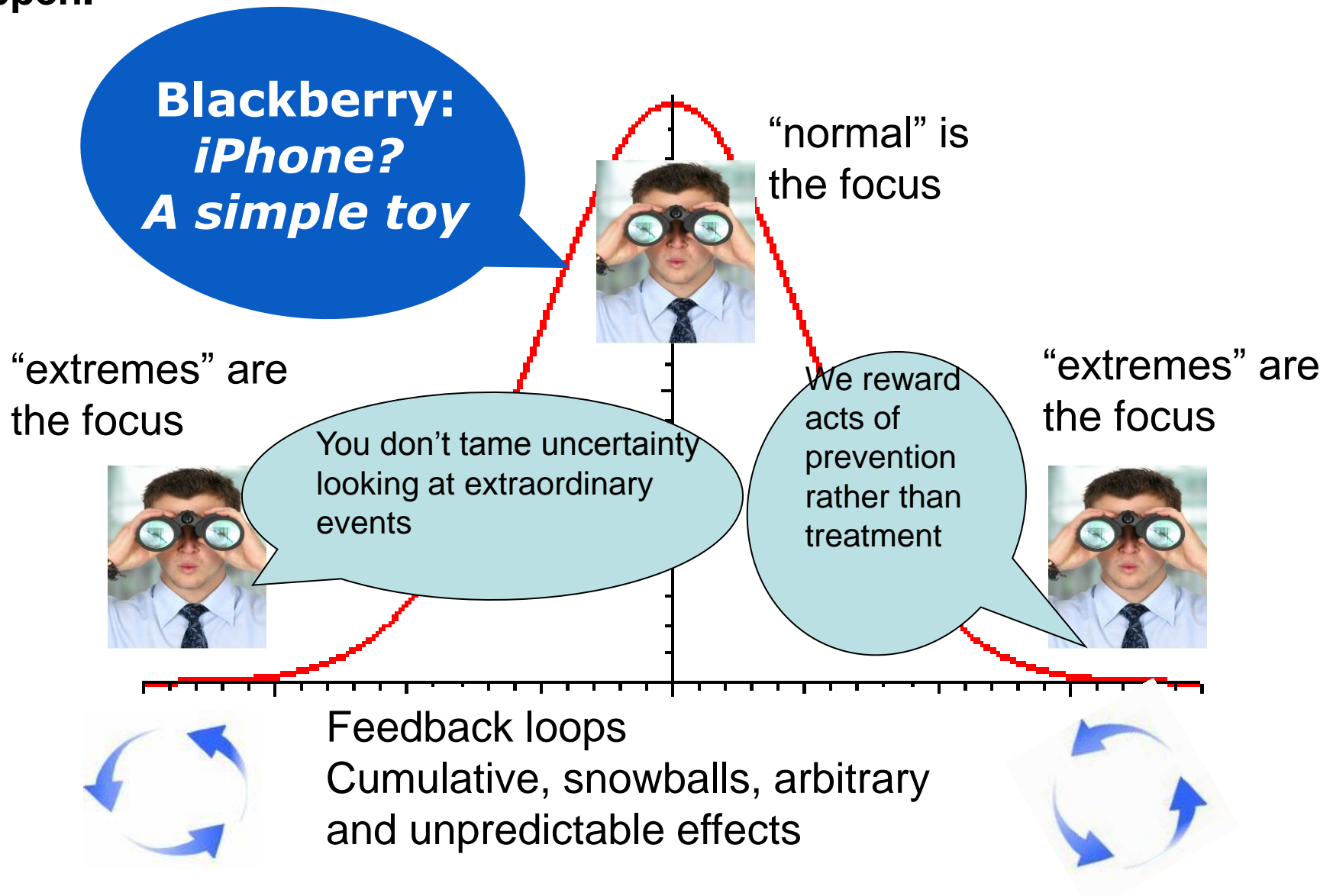
The Real Horizon



Path creators, salutary purposeful ignorant, whose ignorance follows knowledge

- | | | |
|--|--|-------------------------------------|
| Freedom of ignorance
"Ignorance is bold" | Need & Tech seekers
Search for disconfirming evidences | <i>The non expert point of view</i> |
|--|--|-------------------------------------|

Learning the language of the “extremes”, of the “extraordinary”
Large deviations make the difference. Events supposed not happening, happen.



[illegible]

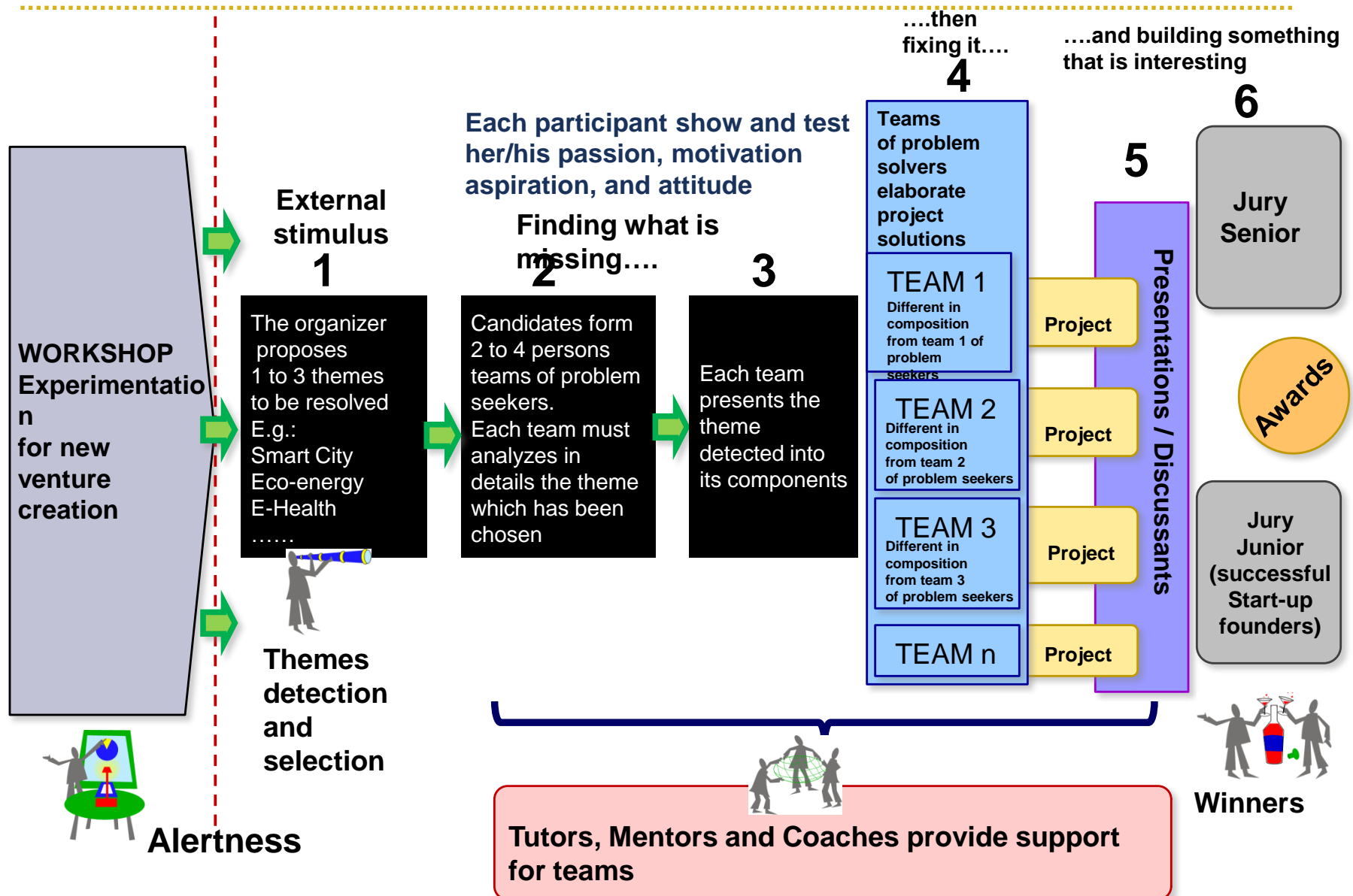




Interactionist identity
("innovation is a body contact sport"):

- search for adjacent ideas ("one door leading to another door"),
- which ignites a process of accretion ("accretive development").

Creating a community of innovators



Finale

There is no such thing as a failed experiment, only experiments with unexpected outcomes

Richard Buckminster

US engineer and architect, 1895-1983

It doesn't matter how beautiful your theory is, it doesn't matter how smart you are. If doesn't agree with experiment, it's wrong

Richard Feynman

American theoretical physicist, 1918-1988