

# An innovation ecosystem

The Corporate Startup

Innov8rs Conference Sydney

# About me



## Dan Toma

author [The Corporate Startup](#) book | 12 years digital product ownership experience | MBA | certified lean startup coach

Dan comes from an entrepreneurial background - he has been involved with technology startups across the world. Puzzled by the questions 'why are innovative products mainly launched by startups?', he focuses on enterprise innovation strategy - specifically on the changes blue-chip organizations need to make to allow for new ventures to be built in a corporate setting. In this capacity he worked with companies like Deutsche Telekom, Bosch, Jaguar Land Rover, Bayer, John Deere or Allianz. Dan has also worked with various government bodies, in Asia and Europe, helping developing national innovation ecosystems and implement national innovation strategies.

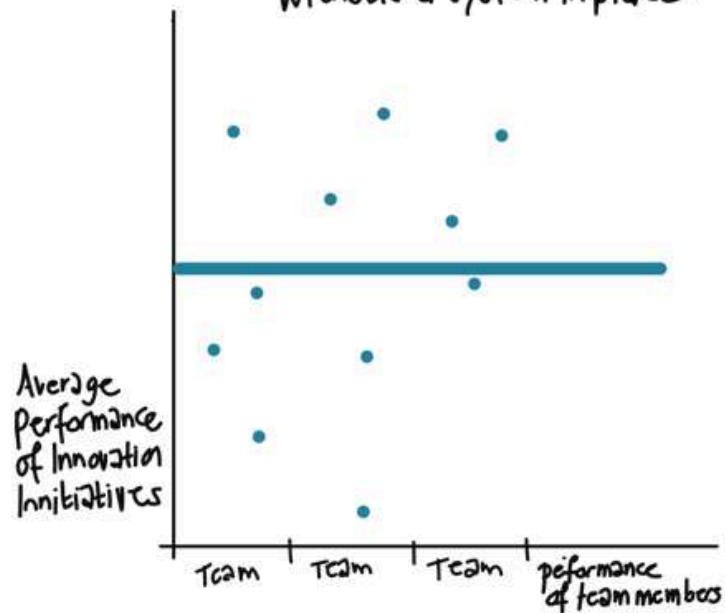
@danto\_ma



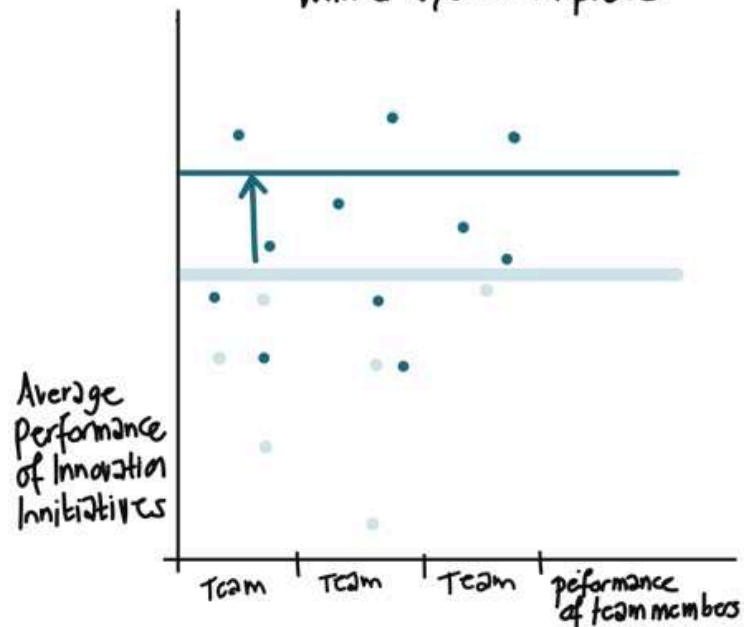
In the absence of a **clear system**,  
innovation happens sporadically, feels  
chaotic and is expensive.



Without a system in place



With a system in place



At its core, innovation answers one simple question:

**How do we stay relevant and keep on growing in an exponentially changing world?**

As you can't predict the future  
you need a system that will help  
you test the future and respond  
to change.



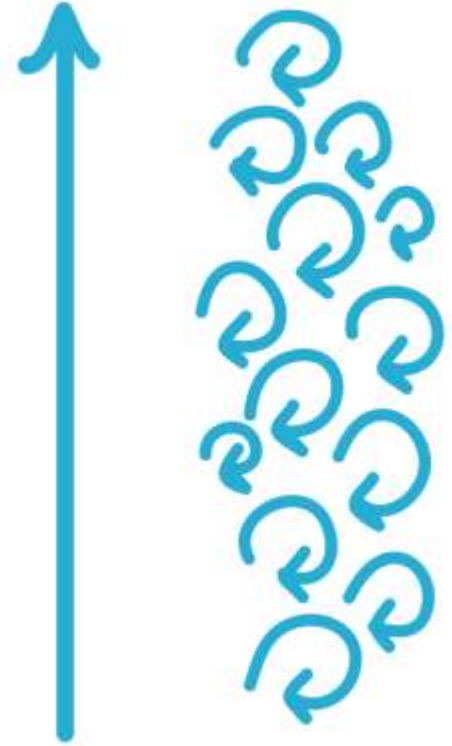
# Iterative systems that help us respond to change

**today: iterative system for enterprise strategy**

2000s: iterative system for business development (lean startup)

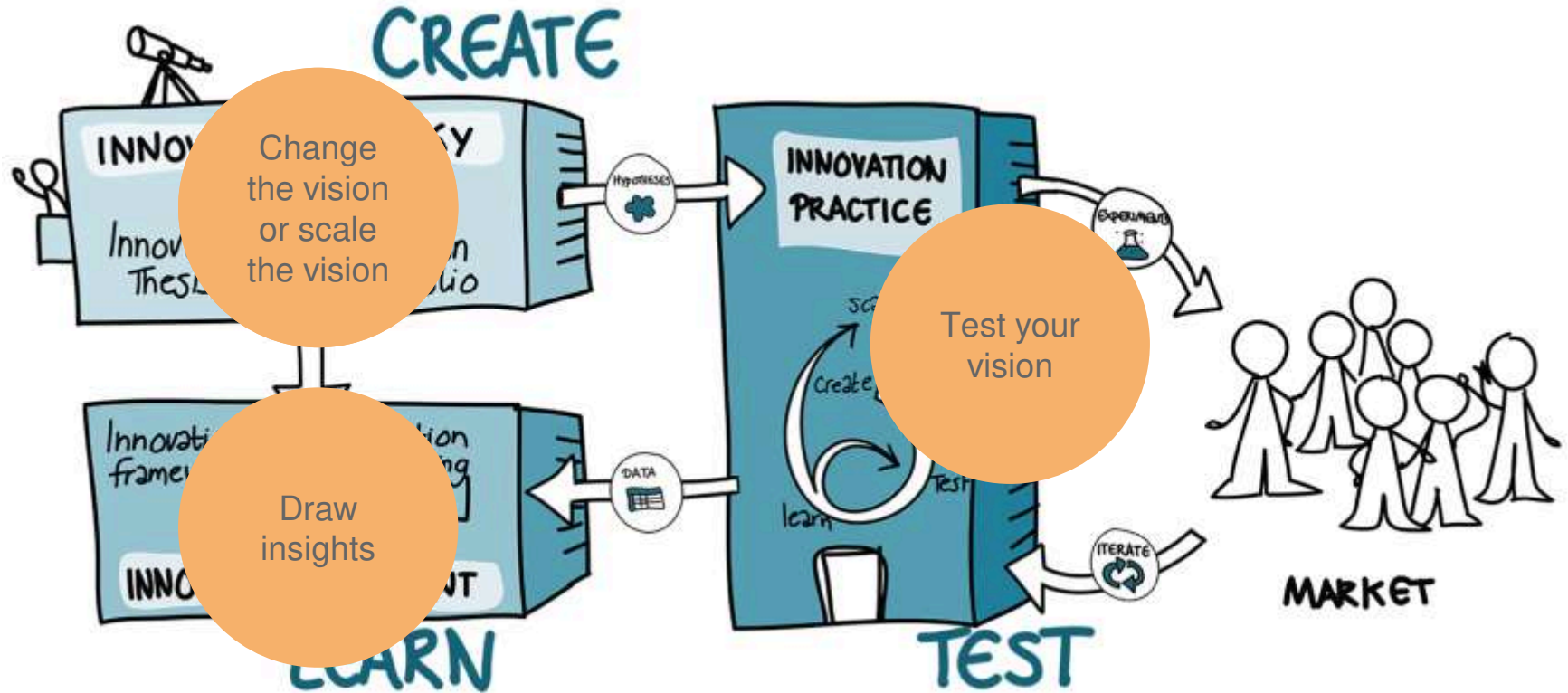
1980s: iterative system for software development (agile)

1960s: iterative system for manufacturing (lean manufacturing)





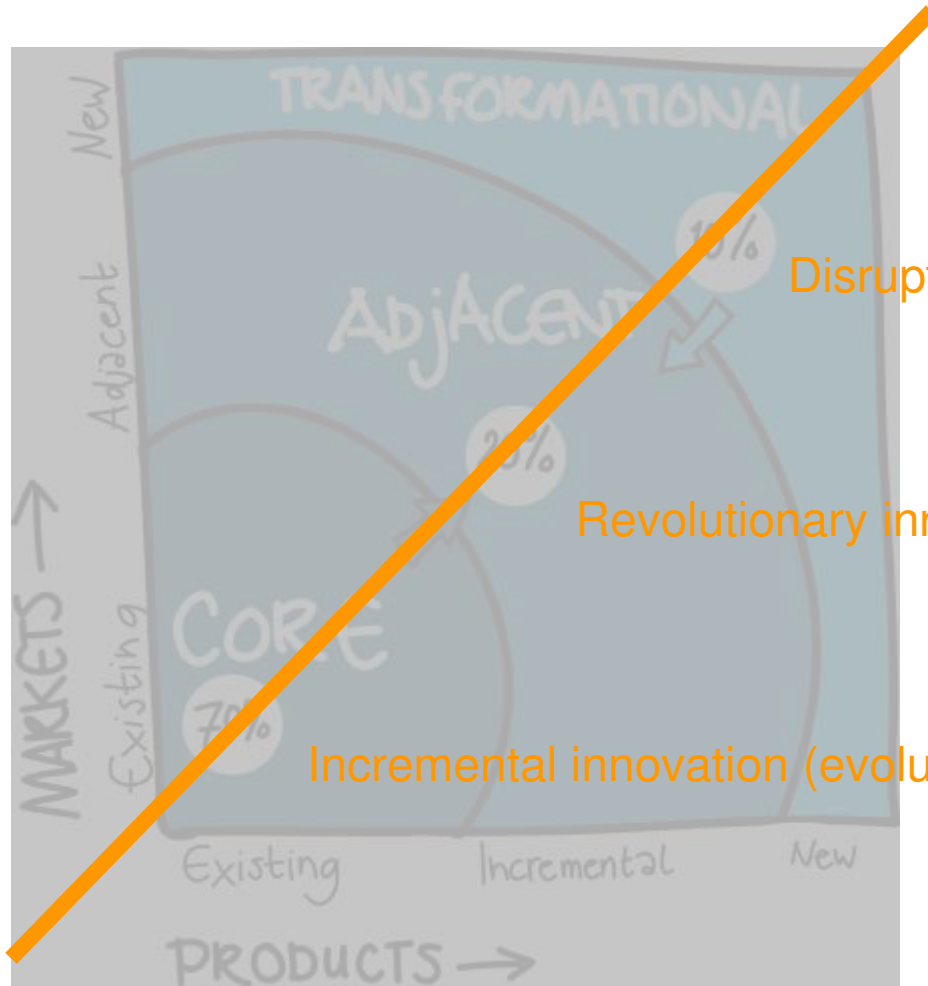
# How does The Corporate Startup system work



Popular culture fallacy:  
manager's role is to manage  
people

All corporations are good  
at managing innovation  
but only a handful are  
good at managing  
breakthrough innovation.



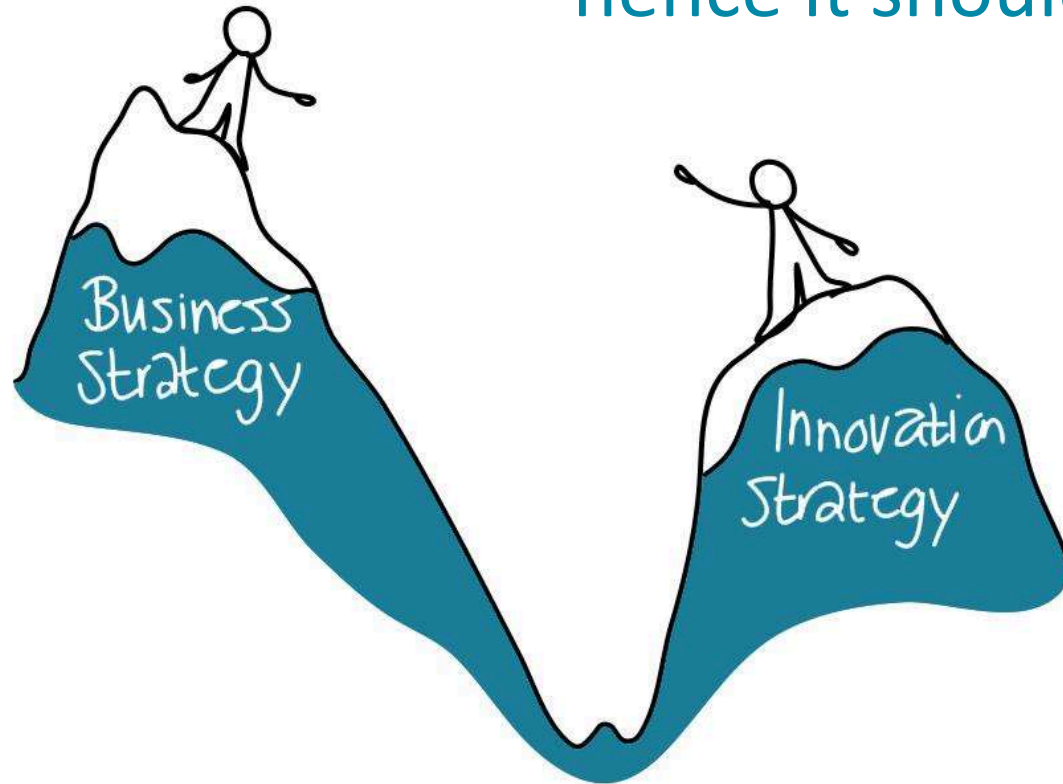


Disruptive innovation (breakthrough)

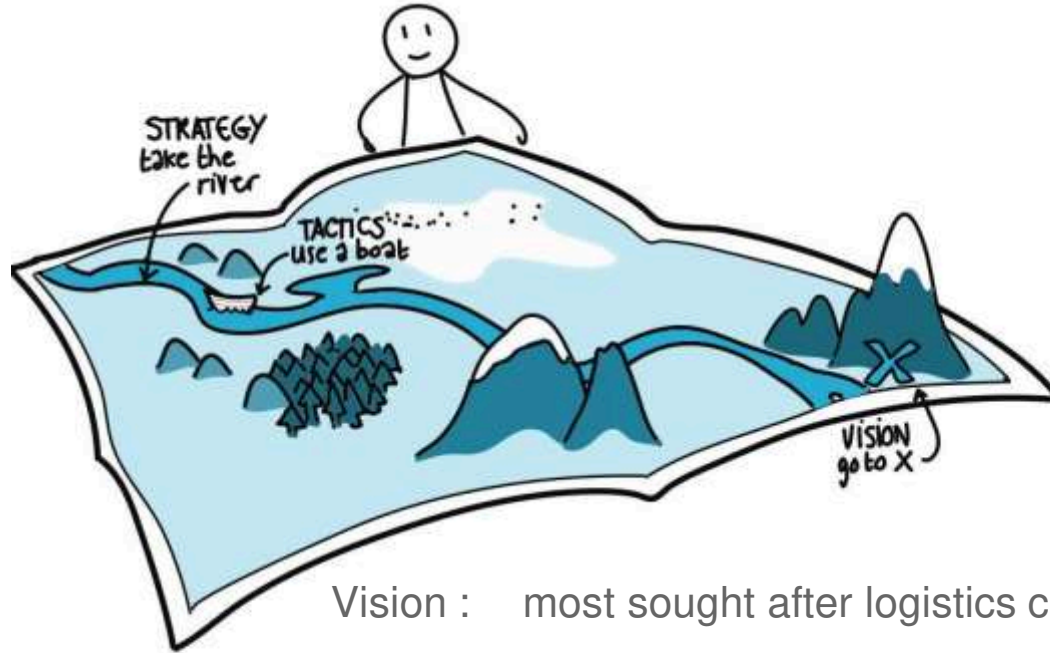
Revolutionary innovation

Incremental innovation (evolutionary)

**Innovation is management,  
hence it should be treated  
as such**



# Strategy, vision, tactics



Vision : most sought after logistics company in the world

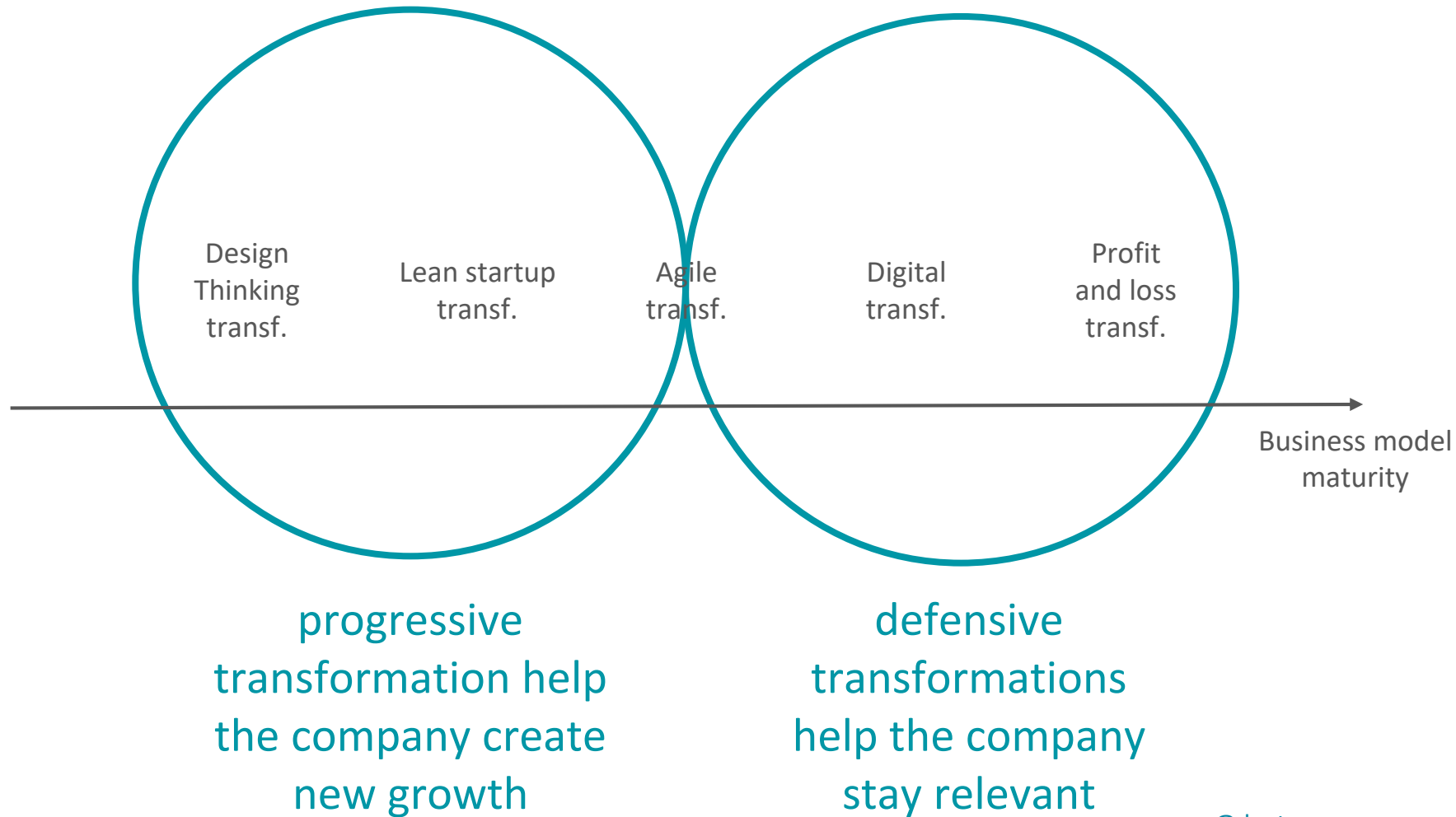
Strategy: invest in prediction algorithms and drones

Tactics: buy the best drones, hire the best engineers etc.

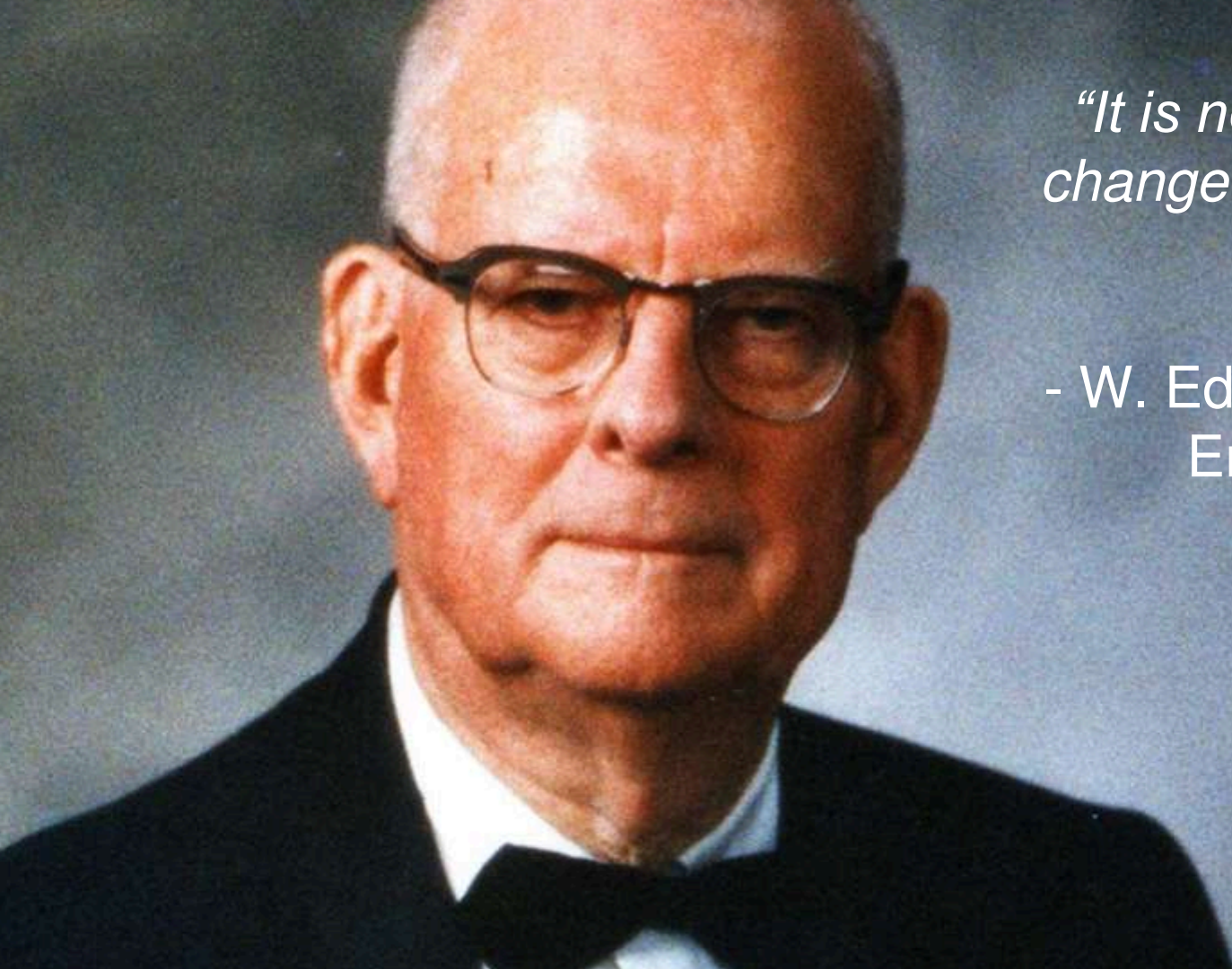
@danto\_ma

# Starting tomorrow

- Assess your current situation
- (Get buy-in)
- Create your innovation strategy and align it with the core
- Create a product life cycle & redesign your processes
- Train people on the new processes
- Implement innovation accounting & metered funding
- Train leadership
- Institutionalize the mind-set and the processes







*“It is not necessary to  
change. Survival is not  
mandatory.”*

- W. Edwards Deming,  
Engineer, Author

# Contact

Email: [me@danto.ma](mailto:me@danto.ma)

Website: [www.danto.ma](http://www.danto.ma)

[www.thecorporatestartupbook.com](http://www.thecorporatestartupbook.com)

Twitter: [@danto\\_ma](https://twitter.com/danto_ma)

LinkedIn: [linkedin.com/in/dantoma/](https://www.linkedin.com/in/dantoma/)

