

What do we mean by “innovation”?

Purpose driven creativity

An abstract sculpture?



Creative.

An abstract sculpture that prevents the wind from spinning a building's revolving doors too fast?

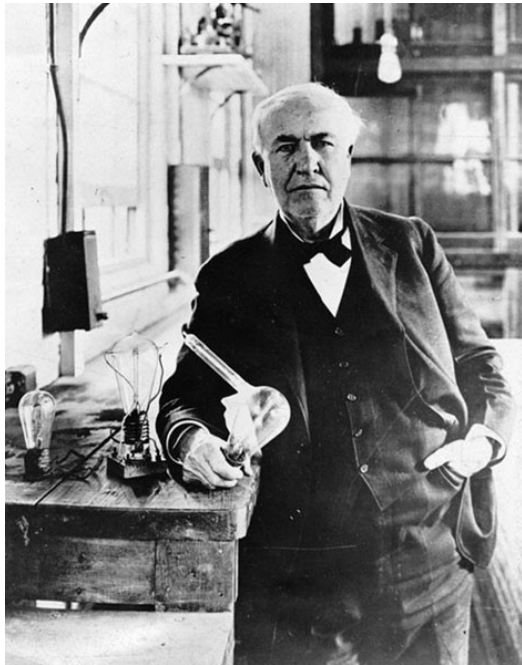


Innovative.

Distributed Innovation

There are a lot more smart people than geniuses

1 in a million?



Millions and billions.



New technologies enable collective genius