

The Next Big Thing:

Using Combinatorial Innovation to Imagine New Opportunities

Bradley Kreit | Program Director

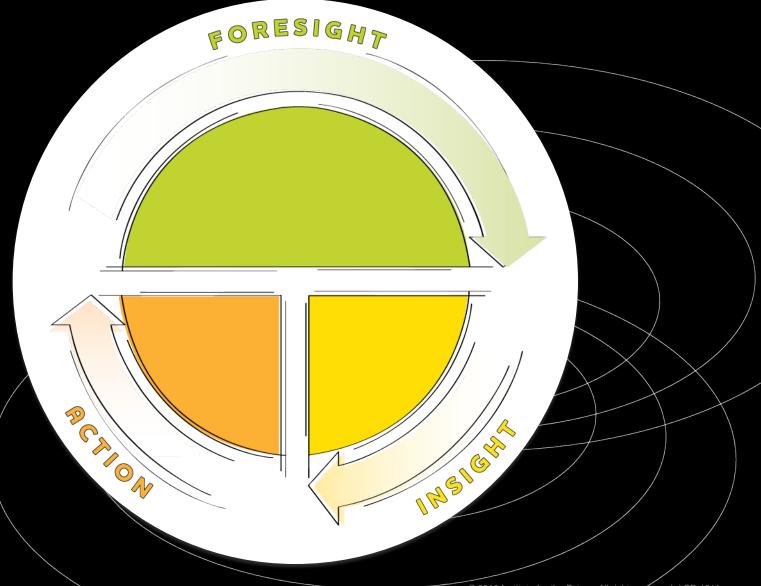
bkreit@iftf.org

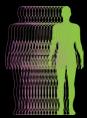
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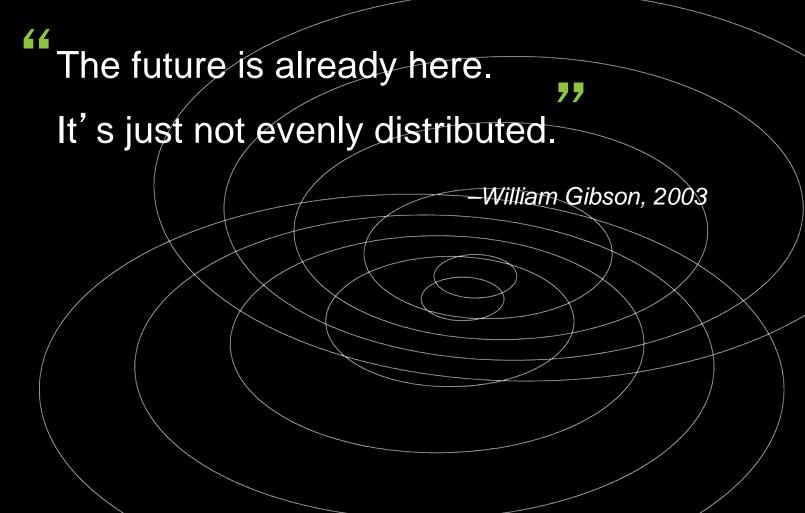
Global Food Outlook Institute for the Future March 23, 2013 For NCA



foresight to insight to action





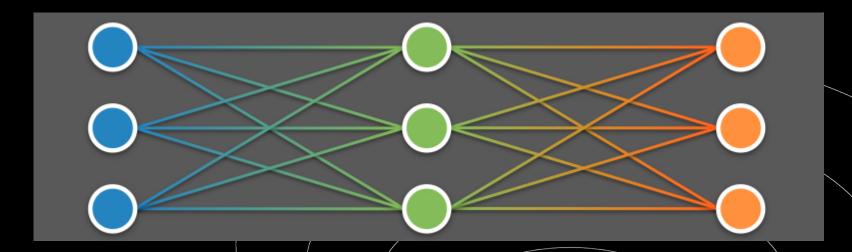




Signal: Coke Freestyle



combinatorial innovation

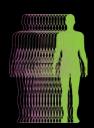


"...Sets of technologies that offer a rich set of components can be combined and recombined to create new products [and services] that set off technology booms as innovators work through the possibilities ..."



What if...

You could automate direct-to-consumer, just-in-time supply chains?



Signal: Virtual Grocery





Signal: Kiva Systems





Signal: Self-driving cars

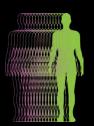










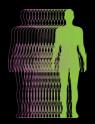


Two strategies for strengthening innovations



Not all innovation is technology





Plan to get it wrong

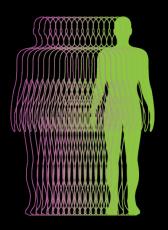




What new innovations can you imagine?

Thanks! bkreit@iftf.org
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