

#EBF17



EUROPEAN BUSINESS FORUM 2017

Odense, Denmark

hello, my name is
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Saving Innovation – With Moonshots

the price of
a moonshot?

\$137 billion

(total cost of the Apollo program)

\$3.000.000.000.000

each year. Minimum.

(That's about 22 moonshots!)

the challenge

innovation

pornography

– shiny happy stories



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Since 1999

)) NFC))

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Engineering by
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Since 1999

ON/OFF
Keyboard

Detected

Power

Charge

ON/OFF

USB

Innovation fatigue

the change

Reclaiming innovation ambition

new

opportunities

**getting serious about x-
tech**

the actions

culture eats innovation
for breakfast

Weaponizing your
cognitive surplus

Impact Innovation

innovation is here.

(if you want it.)

thank you.

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