



# **INOVAÇÃO CRIAÇÃO DE UM PRODUTO**

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# **Inovação – Cenário Criação de produto**

**01 Sem recurso financeiro e administrativo.**

**02 Apenas uma proposta.**

**03 Precisam ganhar mercado!**

**04 FALHARÃO !!!**



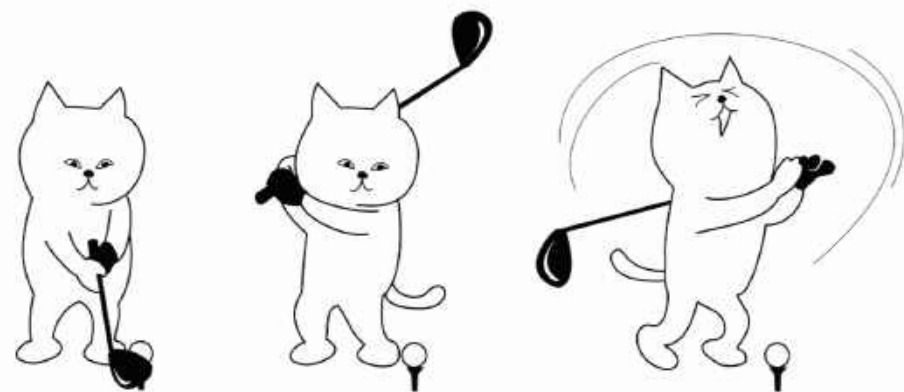
**O QUE  
SIGNIFICA  
FALHAR?**



**É POSSÍVEL  
REDUZIR OS  
EFEITOS DA  
FALHA?**



**Qual a melhor  
maneira de  
falhar?**





**Falhar rápido e  
barato!**

**FALHAR  
RÁPIDO!**

Significa:

1. Menor custo!
2. Mais aprendizado?



# DESAFIO DE COMUNICAR !



How the customer explained it



How the project leader understood it



How the engineer designed it



How the programmer wrote it



How the sales executive described it



How the project was documented



What operations installed



How the customer was billed



How the helpdesk supported it



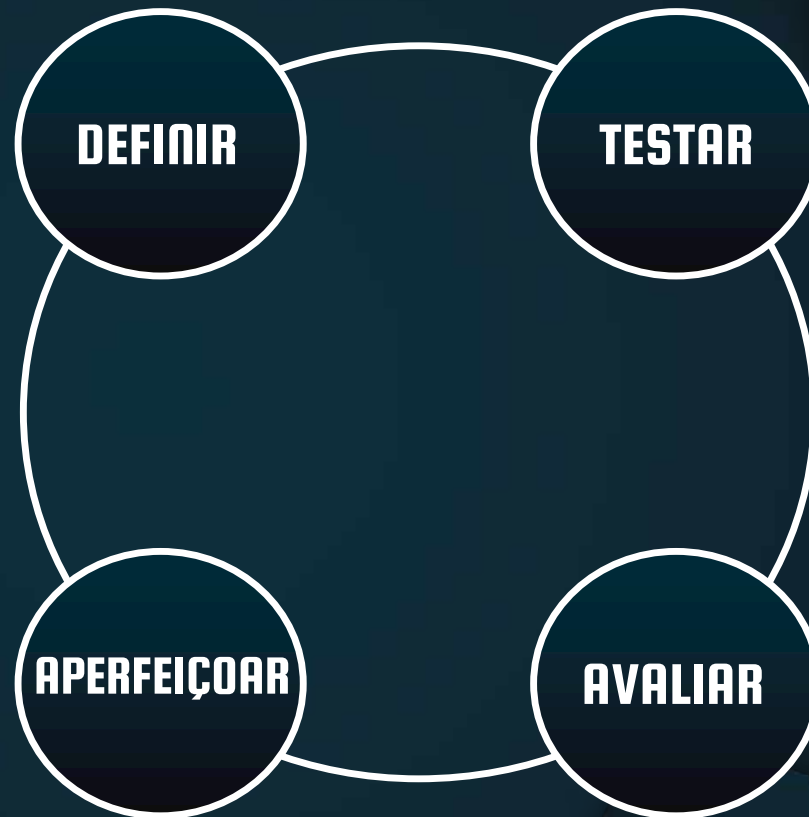
What the customer really needed



The background is a dark blue gradient with several organic, wavy shapes in a slightly lighter shade of blue. Two thin white horizontal lines are positioned above and below the text.

**Experimentar!**

# EXPERIMENTO !





# Obrigado!

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