



Kauffman
Fellows

Enclosed are five copies of the latest volume of the *Kauffman Fellows Report*—for you to read and distribute to others in your community.



Paper?!! No one wants paper these days! Why hard copies???

The best ideas in innovation are counter-intuitive and non-obvious—like distributing an extremely high-quality paper journal in 2015.

With no brick-and-mortar campus, this is our substantive, tangible, global representation. The *KFR* hard copy is a branding strategy at your disposal—designed to stand out above the firehose (and decreasing standards) of today's written media. We strongly believe these hard copies offer an incredible opportunity to build your brand and network.

But don't
take our
word for it!

The CEO of INCJ (the Innovation Network Corporation of Japan) is in his mid-60s. His secretary prints out all emails addressed to him, for him to read on paper. I knew he would not ask his secretary to print the journal if I just sent it in digital form, so I **visited his office to hand a hard copy to him**, adding some words about what I was experiencing in the program.

—Taro Sato, Class 15

I do love the design of the books...I'm a fan of tangible artifacts. **When you hand someone a physical book/ packet, they can flip through it and get the gist of what you're saying**—[with] a digital report, you can't.

—Nancy Duarte, TED speaker & author, *Resonate: Present Visual Stories that Transform Audiences*

The printed copy gives a gravitas to the information contained within and really **represents KFP to the world in a very professional way**. I took a stack of journals to the Mission Investors Exchange annual conference one year and they were a big hit. The professional quality of the publication was intriguing to conference goers, who were attracted to pick it up and say, "What's this?", in a way that **an online missive may not have grabbed their attention**. I am pleased to hand out copies to many, many folks.

—Kiki Tidwell, Class 15

With the majority of our news coming from media sound bites and 140-character pointers, **the KFR is one of the few places to get thoughtful perspectives and research-backed insights from industry pioneers**; it peers into the drivers and trends fueling global innovation.

—Lisa Kay Solomon, coauthor, *Moments of Impact: How to Design Strategic Conversations that Accelerate Change*

This year is our "go/no go" experiment. Put your wholehearted effort into making the most of your five copies this year, and pay attention to what value they bring you. We will be surveying everyone later in the year, and we want to hear from you on the value proposition for hard copies.