



IDE vs SME Framework

Innovation Driven Environment vs Small/Medium Enterprise



IDE Approach

- Innovation-first mindset
- Exponential growth targets (10x)
- Fail fast, learn faster
- Create new markets
- AI amplifies humans
- Small autonomous teams
- Decisions in hours



SME Approach

- Stability-first mindset
- Linear growth (10% YoY)
- Minimize risk & costs
- Capture existing markets
- Traditional workflows
- Departmental silos
- Decisions in weeks

QUICK COMPARISON

| ASPECT | IDE | SME |
|----------------|------------------------|----------------------|
| Primary Goal | Disrupt & Create | Capture Market Share |
| Risk Tolerance | High — embrace failure | Low — avoid failure |
| Failure View | Learning data points | Costs to minimize |
| Team Structure | Flat, cross-functional | Hierarchical silos |



Key Insight: The culture of experimentation is what separates IDEs from SMEs more than any single practice. IDEs treat failures as data, SMEs treat them as costs.

WORLDCLASS PORTFOLIO — IDE IN ACTION



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Quinn AI

Personal AI assistant running 24/7 — built this presentation!



AI Dev Platform

Building tools that build tools — meta-innovation



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