



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Idea Championship

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Who is Champion?



- They open new channels for the idea to move forward.
- Champions shape the path for the elephant.

According to Schumpeter,
the father of innovation,
“Resistance to Change is the main villain in the
diffusion of innovations”.



- Made to Stick



- Concrete
- Curiosity
- Credible



- Champion
 - Senior Manager
 - Customer



Thank You

