

QUANTUM-*h*

Exploring Entrepreneurship
Innovation



Hello. I am Leon Samuel.



CEO, Quantum-h
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30+ years in Technology & Innovation

LVMH

AMERICAN EXPRESS

VELUX®

starwood
Hotels and Resorts

L'ORÉAL

Google

UNIVERSITY OF OXFORD

KING'S COLLEGE LONDON



**Who can tell me what an
innovation is? What brands
do you think are innovative?**

Innovation vs Micro-Innovation

Innovation is the introduction of something new (idea, method, device) with varying levels of scale, impact & complexity.

Micro-innovation involves small incremental improvements without requiring significant resources.



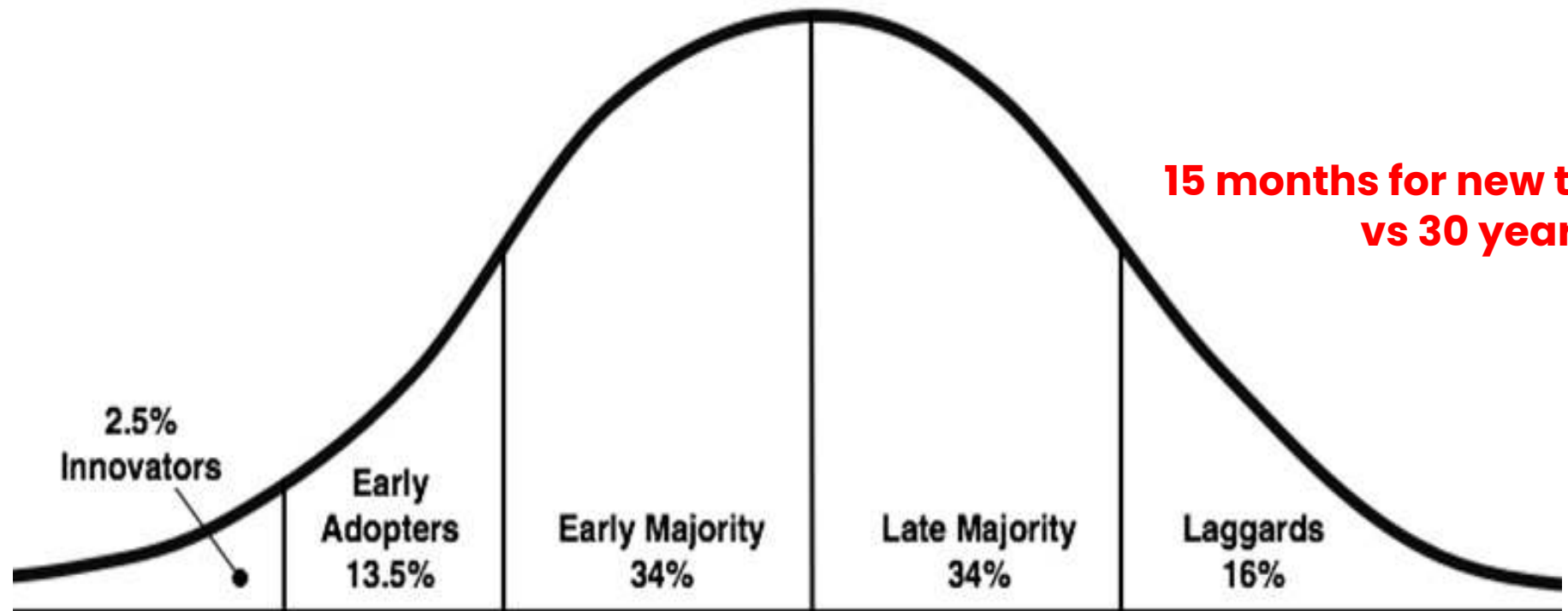


Innovation
Mobile phone

Micro-innovation
Cameras & fingerprints

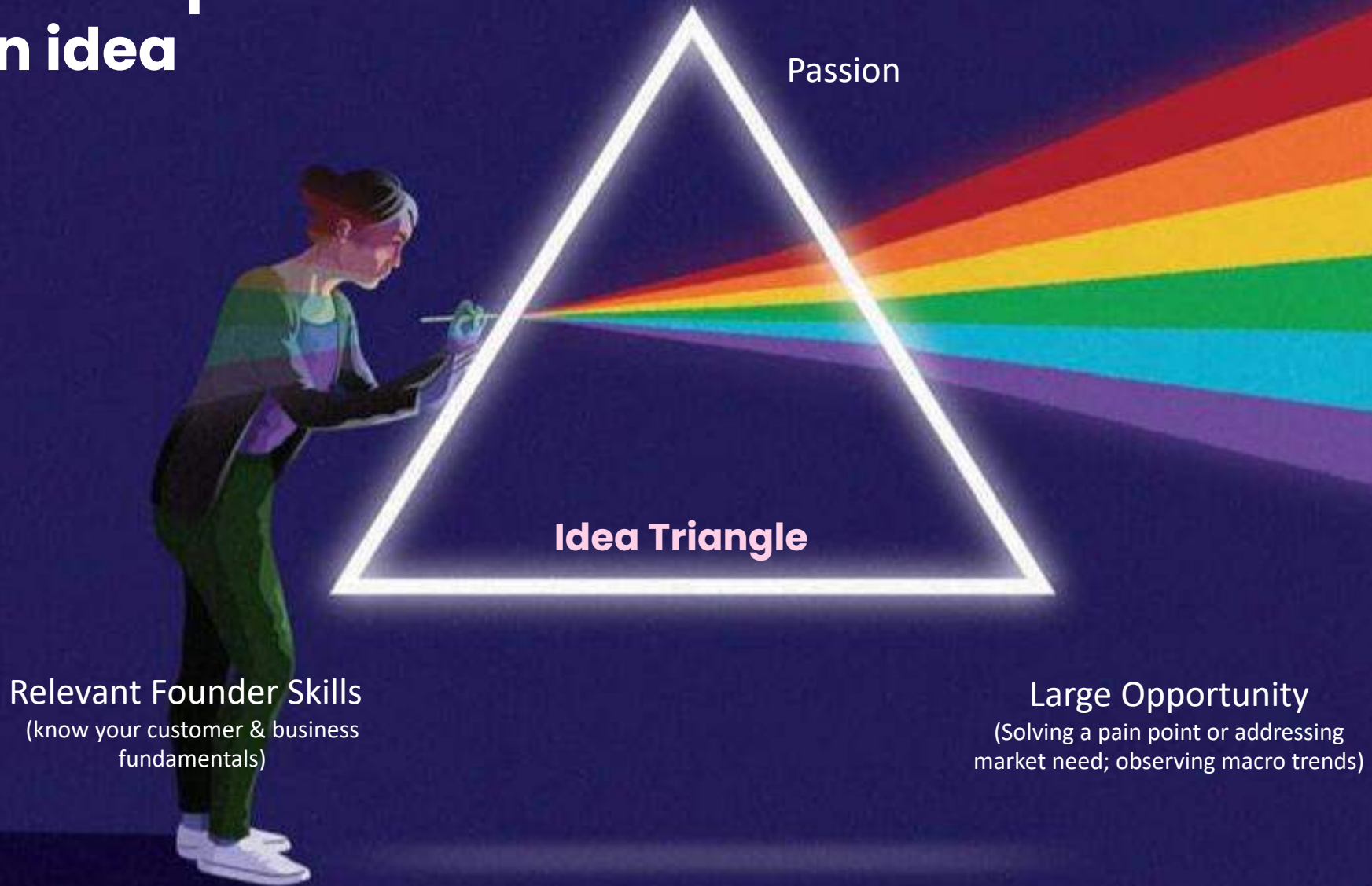
Diffusion of innovation theory

Technology is making these gaps shorter



Source: Everett Rogers, Diffusion of innovations model

Every start up starts with an idea



Relevant Founder Skills
(know your customer & business fundamentals)

Large Opportunity
(Solving a pain point or addressing market need; observing macro trends)



dyson

**5,126 vacuums
didn't work**

[Dual Cyclone Vacuum]

1 finally did

Key takeaways: Innovation

- Be passionate about your idea.
- Start with a simple solution that solves a pain point.
- Know your customer and what they need.
- Have one revenue stream to begin with.
- Encourage input & collaboration
- Know your market. There is plenty of room for innovation.
- Have a secret sauce
- Keep pitching.
- Continuous learning & adaptability.
- Never give up.