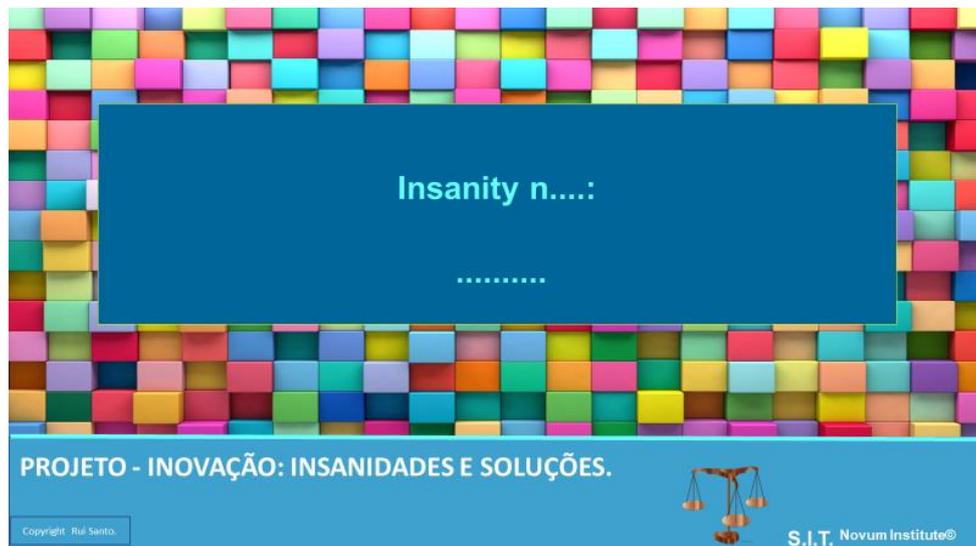




PROJECT - INNOVATION: INSANITY AND SOLUTIONS.

<https://www.linkedin.com/pulse/inova%25C3%25A7%25C3%25A3o-insanidades-e-solu%25C3%25A7%25C3%25B5es-rui-santo/>



Managers and Innovators

This is the project's title composed of 25 videos presenting resistant insanities and their solutions so that the innovative manager can exchange difficulties for the facilities offered.

There are more than 40 flaws of varying types, which are now revised by the theory **S.I.T.®© Self-compare Ideas Theory**, the first proposition " *numerical mathematical logic*" entirely addressed from the point of view of the *user, client*. For the ease offered by this video media, we are limited to 25 presentations. The remaining will be in face-to-face courses.

The central goal is to take the **innovator out of** the *corporate box* and drive them to the other side, **side by side** with the consumer – user.

S.I.T.®© is an ecosystem of complete innovation, from start to finish, simplified and mathematically systematized, *and can be repeated until the end of creation*. The user's focus solves several insoluble problems from the corporate point of view. It is a *disruptive solution* at the heart of innovation, defined as the most complex theme of administrations.



THE FOLLOWING INSANITIES ARE DEALT WITH IN THE VIDEOS:

Important note: the texts and videos are in Portuguese, but they can be easily translated by google.

1- Among so many ideas, which one will be successful?

One hundred twenty years ago, we already knew the answer of 1.0 million dollars, that is, separate ideas between jewelry (success) and costume jewelry (failures), although both shine equally. Professionals treat the *mathematical formulation* that indicates successful innovation as the solution for the *Gordian knot of innovation*.

VIDEO 01 – 15.SEPTEMBER.2021

Link to video and explanations < <https://www.youtube.com/watch?v=Xh3v3JK-Saw> >.

LinkedIn - < https://www.linkedin.com/posts/ruisanto_empreender-corporateventure-innovation-activity-6843896275520258048-cQ4Q

2- MVP Test - Minimum Viable Product.

MVP is excellent, but not taking away everything it can give us is insanity.

VÍDEO 02 – 20. SEPTEMBER.2021

Link to video and explanations < <https://lnkd.in/dKSwgmRd>

LinkedIn < https://www.linkedin.com/posts/ruisanto_inovaaexaeto-innovation-venture-capital-activity-6845829057456705538-oAjC

3- Innovation is characterized by being a theme of uncertainty and high risk.

False! Absolutely false! Widespread confusion between methodologies and themes.

VIDEO 03 - 30.SEPTEMBER.2021

Link to video and explanations < <https://youtu.be/XOPLZi0FXYY> >.

LinkedIn < <https://www.linkedin.com/in/ruisanto/detail/recent-activity/shares/> >.

4- Turn ideas into numbers? That's impossible, and I see no use in it!



Besides being possible, it is simple. It is centenary and revolutionized all knowledge where the insertion of numbers was implemented. The time has come to *insert numerical quantification* into the ideas.

VIDEO 4 – 08. OCTOBER.2021.

Link to video and explanations < <https://youtu.be/tcmVxHqrejY> >.

LinkedIn < <https://www.linkedin.com/in/ruisanto/detail/recent-activity/shares/> >.

5- There are several methodologies to innovate. Choose anyone.

Yes, choose anyone. They're all going to lead their innovations to failure.

Only by luck will it be successful.

VÍDEO 5 - This is the next video to be published. Subscribe to receive the next ones

6- There is no Silver Bullet on innovation!

Yes, there is! And here we will see some.

7- You must have an innovation portfolio with differentiated levels of risk because many ideas will fail. You must get used to losing if you want to make money from innovation.

False! You should know how to separate jewelry from costume jewelry. And learn not to waste time and money on costume jewelry just because they shine like jewelry.

8- Innovators live in environments characterized by doubts, uncertainties, divergences, guesses, losses, strange concepts, high risk, stakeholder pressures, time pressures, result pressures,

That's a fact. You who are reading this text know that it is so. Are we going to change that? Shall *we reformulate the environment and* consider the innovation manager, supported by logical methods – mathematical - numerical?

9- The selection of investments is based on the capacity of the entrepreneur, not the ideas.

It's been 3.3 million years since ideas do miracles *and not* entrepreneurs.

A miracle is a characteristic of ideas, not of entrepreneurs.



10- The idea doesn't matter. What matters is the ability to put it into practice.

Another insanity. If the idea does not meet the *three fundamental elements* required by users, failure is virtually guaranteed. So, it's no use, not even with the help of US President G. Bush.

11- Add value to the idea, to innovation!

Never! Never! The innovators should add value to users. Never to ideas!

12- Human values are not quantifiable.

They're not. But that's going to block you?

13- Innovation is driven, oriented by values. Innovation must deliver value.

False! Value is an item. But there are two left. The *three* of them influence each other.

14- Innovation price.

Here is one colossal crater where many innovations fall. It's *the Black Hole of Innovation*®. No one buys this innovations.

15- Companies need to innovate if they want to remain relevant to their customers.

That's a fact. But innovate by innovating only because everyone is innovating. So, hmmm, I don't know.

16- Inadequate denominations can cloud the mind, divert the focus of creative innovators, and send their inspirations far from where they should be.

And between us, sometimes they are made on purpose to get the creatives out of the competition. *And happen.*

17- Innovation has an end. Yes and no!

Depends!

18- Focus on Consumer X Focus from the Consumer

A subtlety changes everything. Stage or audience - where should the innovator be?

19- Definition of innovation without considering the user.



It's hard to believe, but it happens. All that's left for us is to cry.

20- "Prices x Values" hides 19 user conducts perpetuating failures in innovation.

This item is critical. It creates a break in innovation ecosystems.

Maintaining this state of the art perpetuates the failure of innovation. Only Steve Jobs noticed to the point of mentioning. Finally, I will better understand customer behavior towards innovations.

21- The Balance of Innovation®© - Solution of various insanities.

The "*(R)evolution of innovation*" is also here. An ecosystem to understand customer behavior. *Masterfully simulates* consumer-user behavior. Professionals treat it like "Columbus Egg."

22- Good ideas are very easy to find anywhere.

This sentence has two mistakes: 1- We can't evaluate ideas before we measure them, as Taylor did 120 years ago. 2- They're not everywhere.

23- The success of innovations is reportedly unpredictable. People always resist innovation.

False! There is a script for the success of the ideas. Taylor created part of this script 120 years ago. We complete it now, 2017.

24- The lone inventor no longer exists.

Yes, *exist!* I'm the one who says it.

25- Submission.

Thanks to everyone.

We will publish the videos weekly.

We suggest the innovator also read the texts that accompany the videos, which enrich the professionals. And, as far as possible, share with other professionals since innovation works best when everyone can exchange knowledges that expands the possibilities. At the end of the 25th video, we will make one live to clarify doubts.



S.I.T. Novum Institute ©

We maintain support and reinforcements to innovators through **availability**:

- 1- For Closed Courses and In Company Lectures.
- 2- Courses and Lectures for professionals interested in qualifying by *S.I.T.*®©
- 3- To advise corporations interested *in systematizing* the management of innovation "without guesses", *mathematically*.

Copyright.

This "*Copyright Rui Santo*" is available for "*licensing*", in accordance with proprietary business model. The use of this knowledge without explicit authorization from the author is not permitted.

Rui Santo

Thank you for your attention and follow up here.

E-mail: iursanto@gmail.com

LinkedIn: www.linkedin.com/in/ruisanto

Blog: www.galaxiacriativa.com.br

Blog: www.balanceofinnovation.com