



FUNDING INNOVATION COMMUNITY

LEONA ASLANOVA



OUR PROMISE

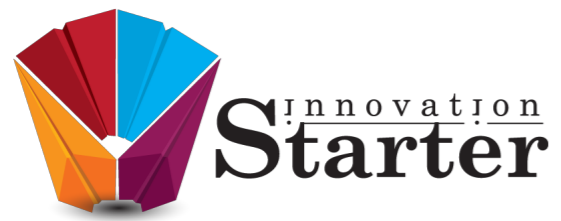
- WE PROVIDE COMPANIES THAT WANT TO THINK AND ACT INNOVATIVELY WITH THE HOW
- WE HELP COMPANIES ACHIEVE SUCCESS BY MAKING INNOVATION SELF-SUSTAINING
- WE ASSIST MANAGERS IN ORGANIZATIONS TO THINK AND ACT DIFFERENTLY IN A USEFUL AND EFFECTIVE WAY

ADVISORY

PROJECTS

TRAININGS

EVENTS



Innovation Explorer Bulgaria

**INNOVATION
HACKATHON**





Innovation Starter
NOVATION EXPLORER 2018



VISA **telenor** **INVESTBULGARIA AGENCY**

FOOD INNOVATION STATE OF MIND **FOR THOUGHT**



INNOVATION EXPLORER

Powered by: **КАПИТАЛ** **Innovation Starter**

General partners: **UniCredit Bulbank** **VISA** **telenor**

Main partners:



EMPOWER CAPITAL **LAUNCHUB VENTURES**







10 000 BGN

WINNER OF 2017

Phil's Mind

СОФИЯ
СТАВА
СУПЕР

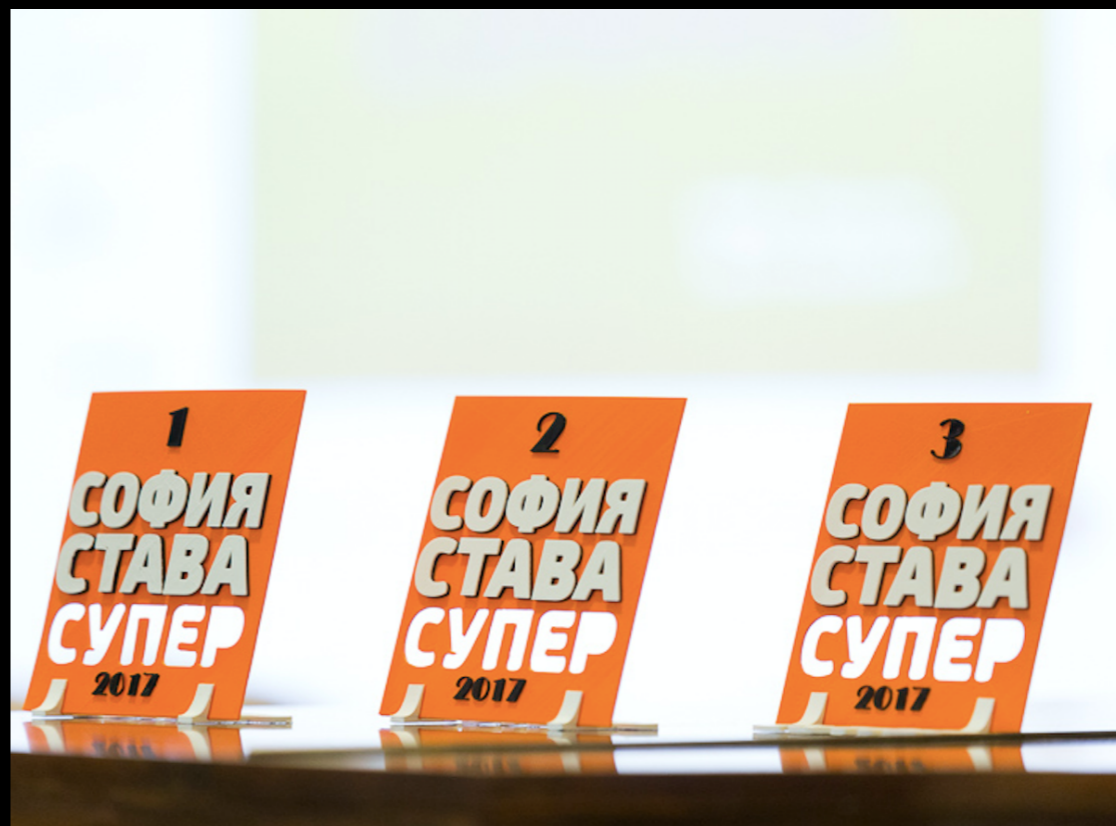
INNOVATION
HACKATHON



VISIT @

EU INSTITUTIONS

IN BRUSSELS





OUR CUSTOMERS



Innovation?

What do you mean?

Why are you
bothering me with
this?

1999

Innovation is one of
our key values

Everyone is doing it

Innovation is a
MUST

2019

EVOLUTION

COMPANY'S LIFE EXPECTANCY 1915: 67 YEARS

COMPANY'S LIFE EXPECTANCY 2016: 14 YEARS*



NOKIA



Kodak
FILM



BlackBerry™

*Average retention period in the fortune 500 list,
Yale School of Business, 2018

INNOVATION?

(DEFINITION)

- **MASS APPLICATION**
- **DESIGN OF THE CULTURE**
- **POSITIVE CHANGE FOR THE SOCIETY=PROGRESS**
- **BUSINESS=ORGANIC GROWTH**

INNOVATION?

(TYPES)

BREAKTHROUGH

INCREMENTAL

GAME CHANGER

DISRUPTIVE

INNOVATION?

(SUBJECTS)

PRODUCT

SERVICE

PROCESS

BUSINESS MODEL

INNOVATION?

(METHODS)

INVENTIVE
THINKING

DESIGN
THINKING

LEAN

LEAN STARTUP

INNOVATION?

(APPLICATION)

INTERNAL
INTRAPRENEURSHIP

IN-HOUSE
ACCELERATOR

CORPORATE
ACCELERATOR

OPEN INNOVATION

1. Optimism
2. Ambition
3. Big Thinking

2019

Q&A
What`s next?

2029

Thank you!



Who we are and What is in the box?

- At a glance (Who we are)
- Our Businesses

Through our partner network and initiatives Innovation Starter provides best-in-class expertise and capabilities in Innovation know-how.

- Vision & Values

(Why your business exists? Why our company was formed?)

Our mission is Bulgaria to become the leading European country in the field of innovations.

- Non-for-profit & CSR
- Financing

Elements of the brand book

- Company history
- Logos
- Colors and the magic behind them
- Typography