

# Innovation

---

Sergio Uribe

Director, Centro de Innovación en Diseño y Tecnología  
Tecnológico de Monterrey

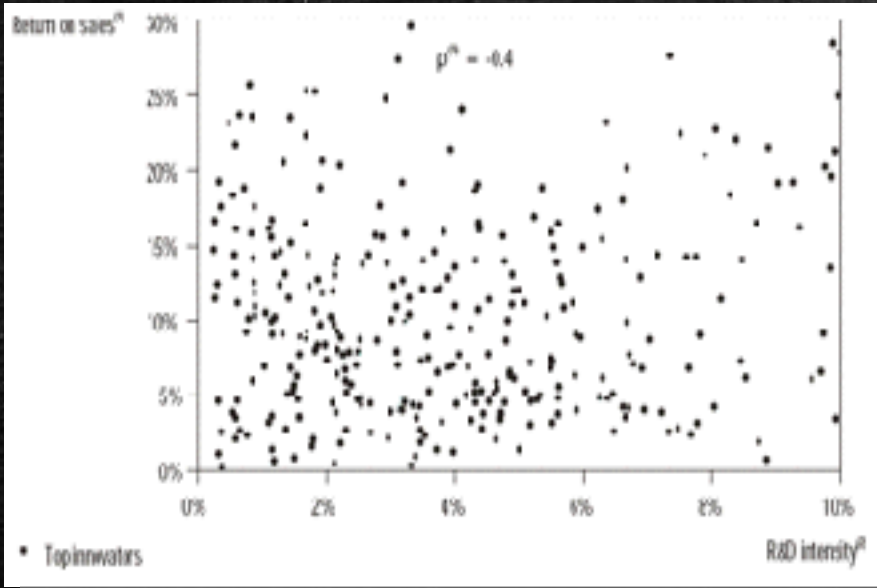
Julio 2019



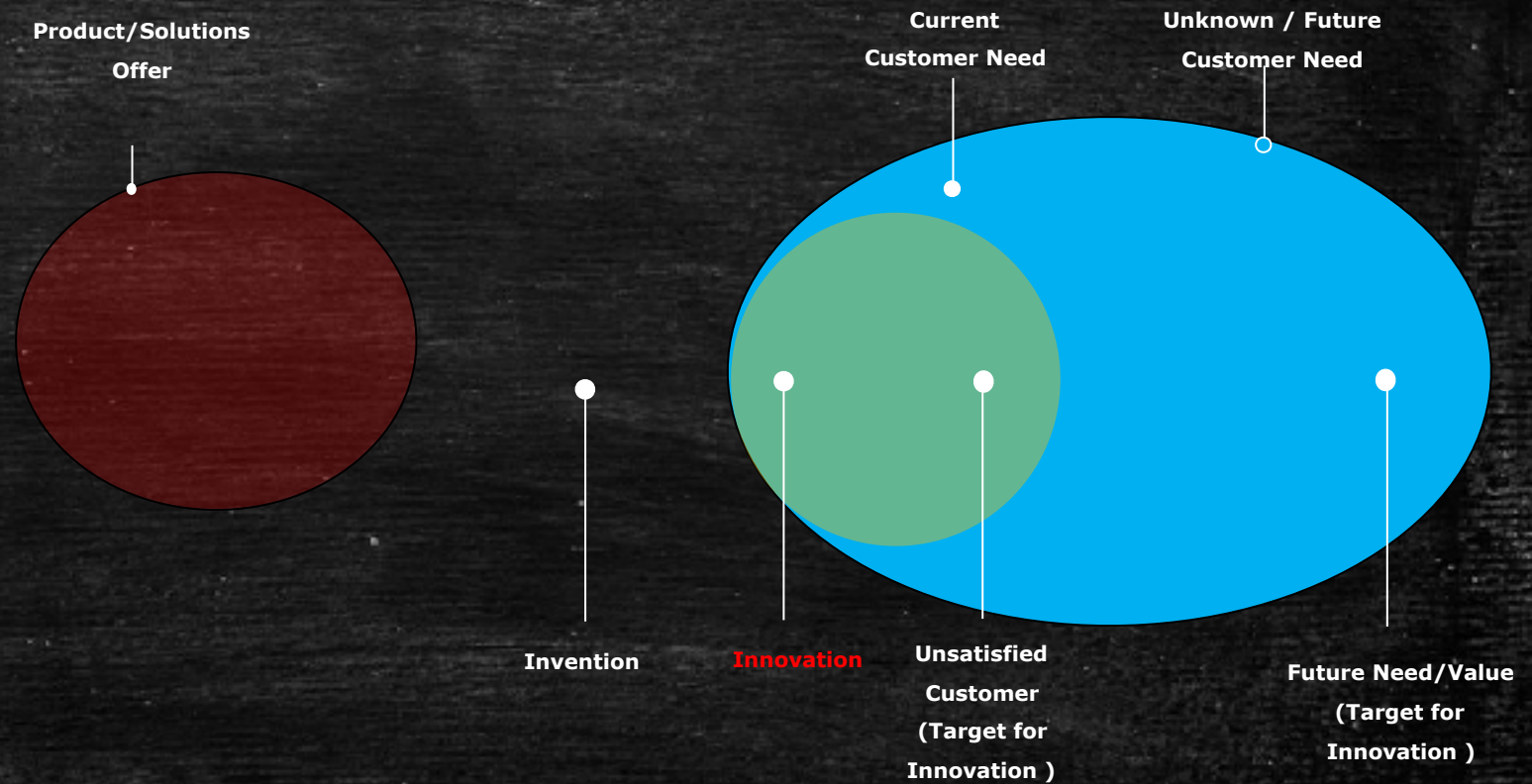




# What is Innovation ?



Source: Ranking of Top 500 companies, DTI Innovation



$$Innovation = \frac{Value \times Profit}{Time \text{ to Market}}$$

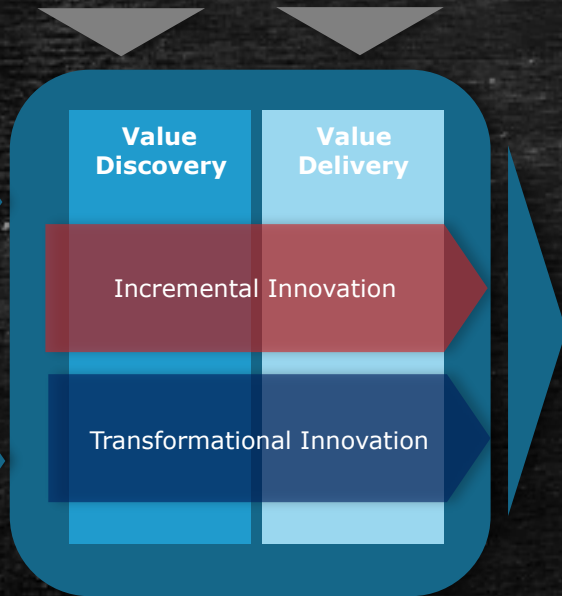
*Its is not about technology nor expenditure but about identification and fast delivery of Value*



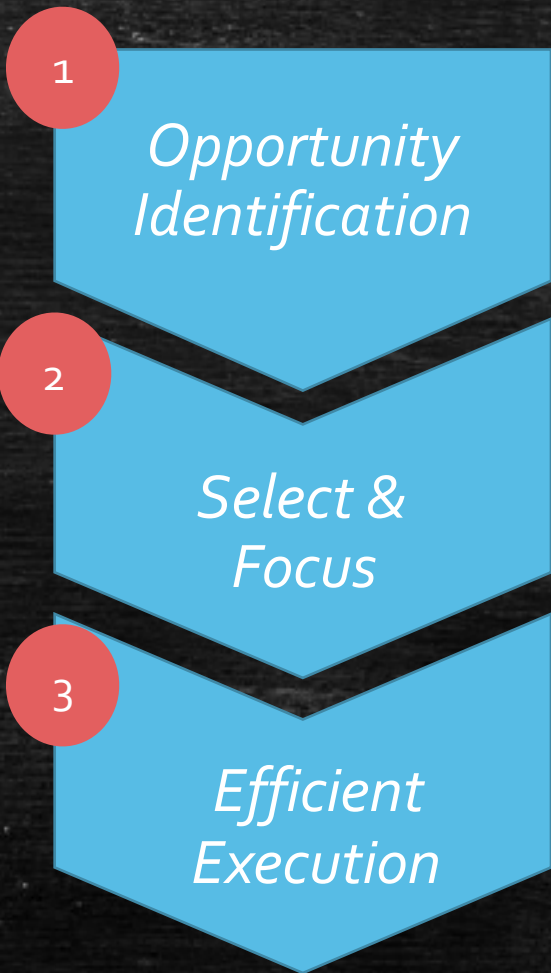
# How to innovate effectively

Systematic, repeatable, predictable

- Business Strategy
- Organization
- Business Processes



- Defend current business
  - Operational Efficiency
  - Product Differentiation
- Growth business
  - New to the World Solutions
  - New Business Models



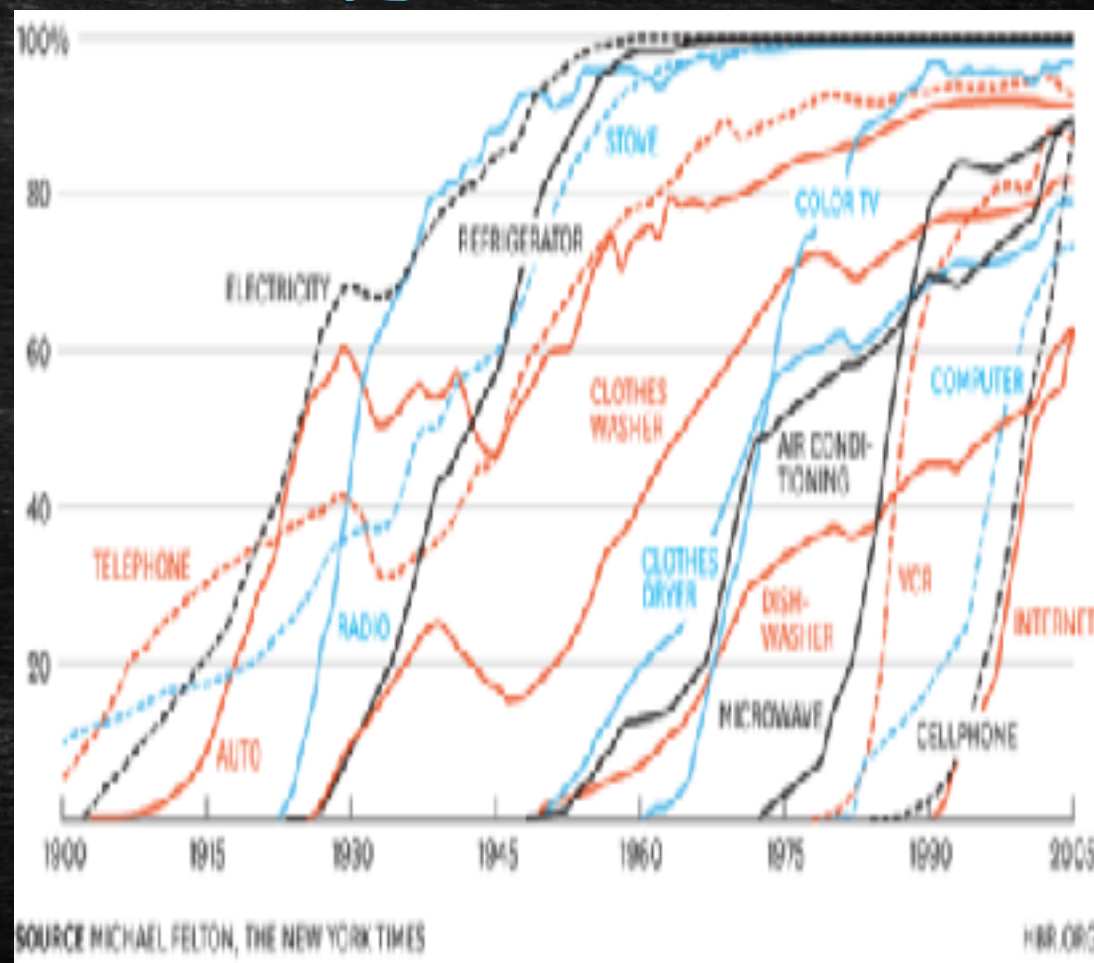
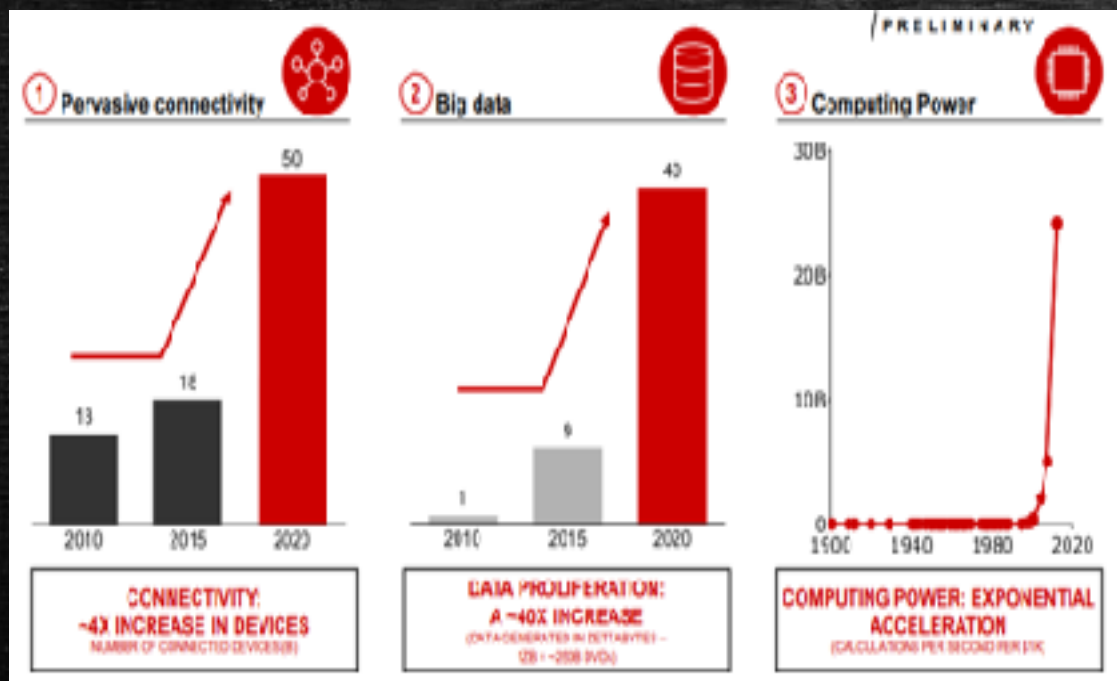
This block contains several smaller diagrams:
 

- Value Proposition Assessment/Creation:** A 2x2 matrix with 'Reduce' (yellow), 'Increase' (green), 'Improve/Save' (grey), 'Eliminate' (red), and 'Create' (blue).
- Value Chain Analysis → Disruption:** A line graph showing a bell curve.
- Business Model Evolution:** A diagram showing a transition from a traditional model to a new one.
- Value analysis:** A white box with the text 'Value analysis'.
- Scenario analysis:** A white box with the text 'Scenario analysis'.
- Virtual Demo, Job Demo, Field Demo:** A diagram showing three circular processes with arrows indicating a flow.

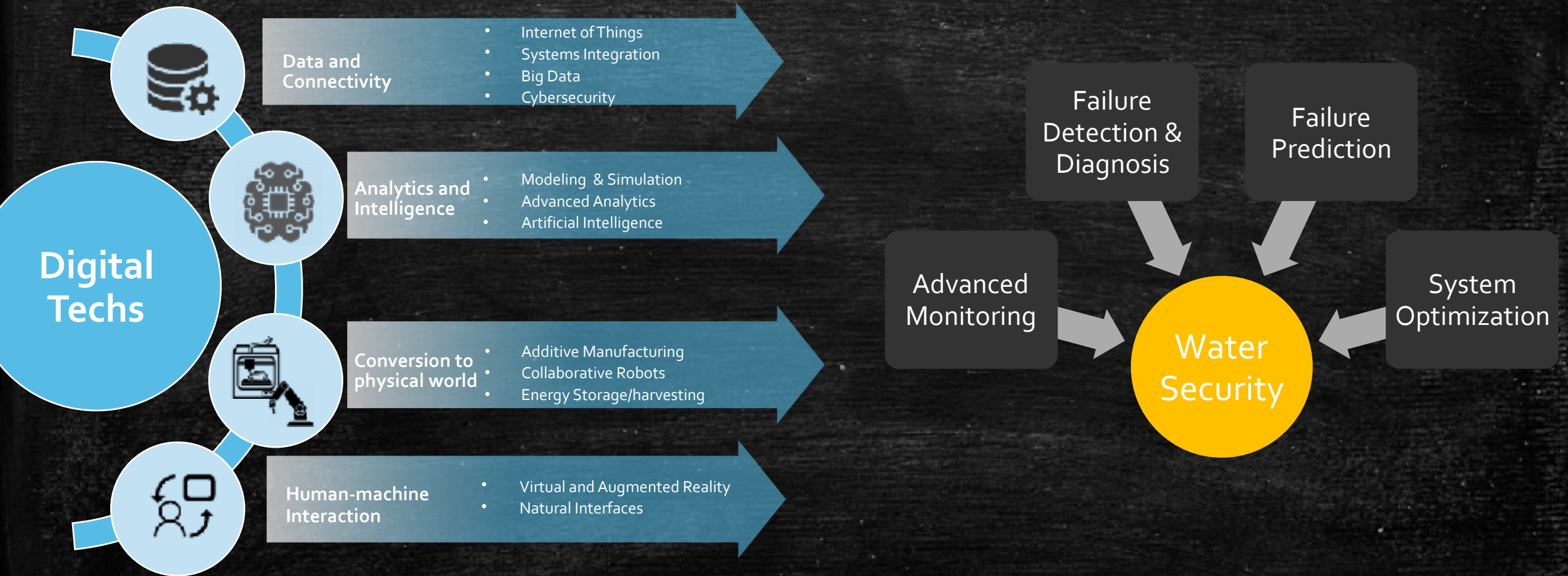




# Digital Transformation enabling and accelerating innovation



# Digital Technologies – Water Security







Tecnológico  
de Monterrey