

Presenter: Soren Nielsen, [sonidenmark@gmail.com](mailto:sonidenmark@gmail.com) – 27.05.2021

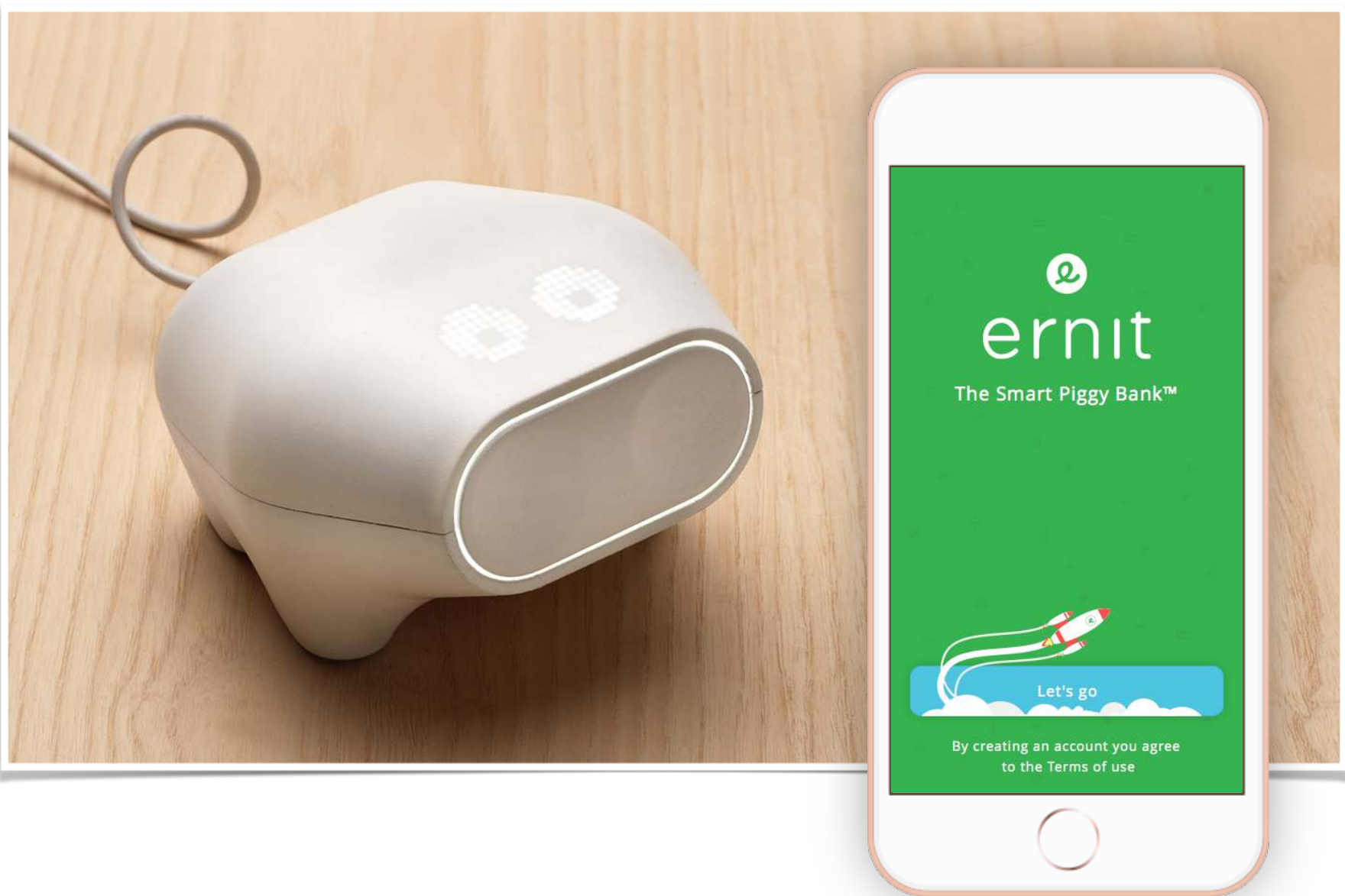
# The startup behind the book

The short story



ernit<sup>tm</sup>









# THINK FORWARD INITIATIVE

FAST COMPANY

11-04-15

## An Adorable Cyber Piggy Bank That Teaches Kids To Save Digitally

Ernit is a piggy bank for the iPhone age.







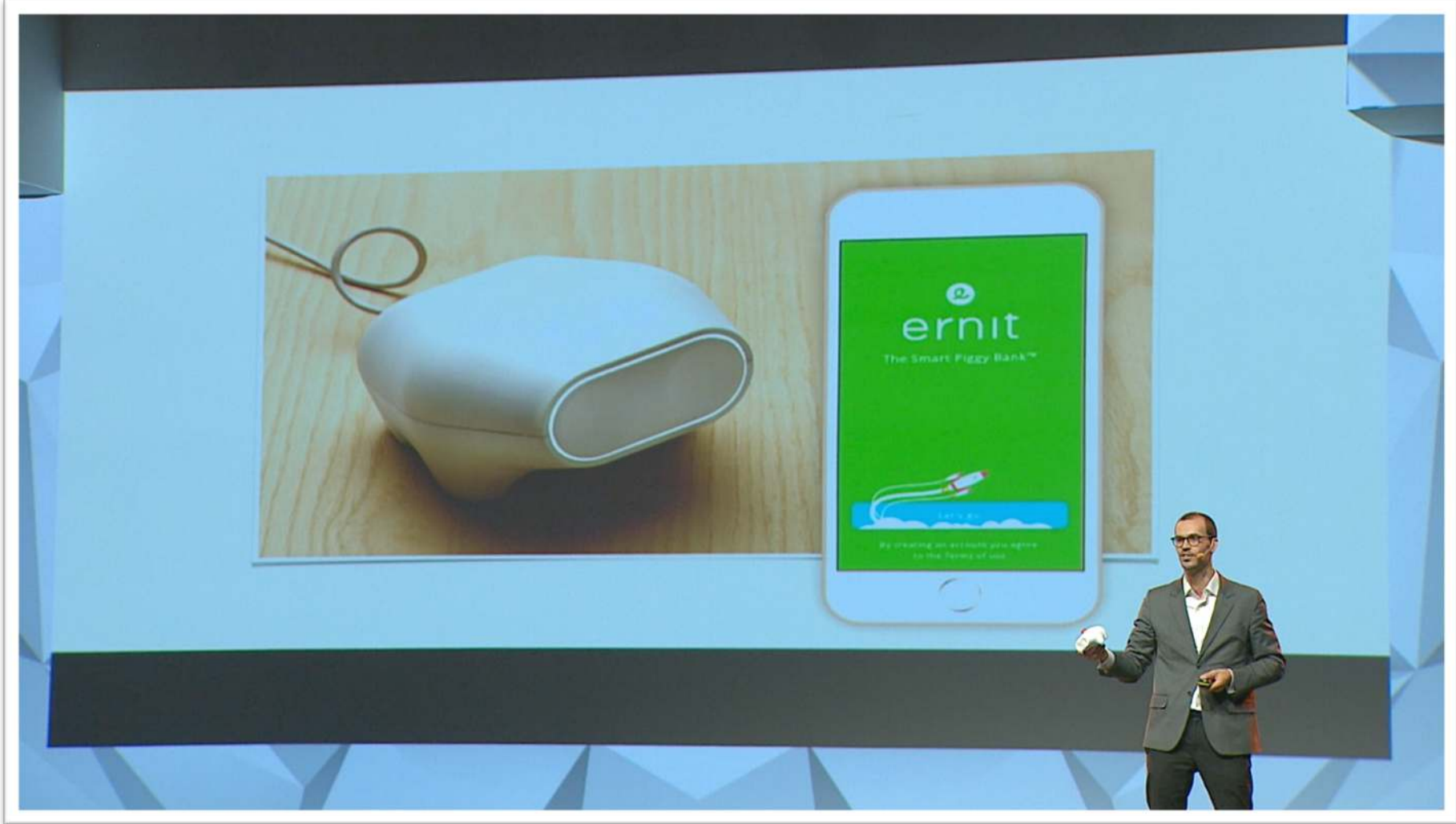
# What went wrong?

We fell into a pattern

Pitching

Tech  
buzzwords

Pilots



# **INNOVATION THEATER**

# How to avoid innovation theater

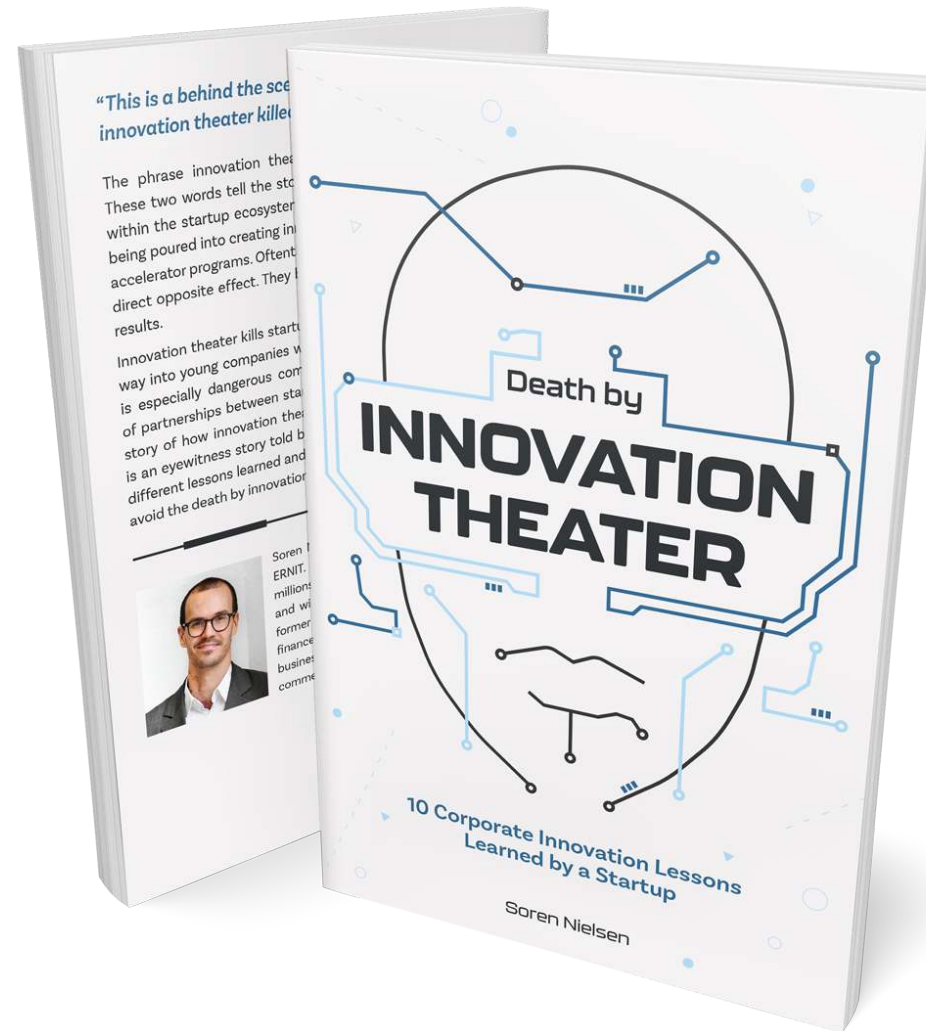
3 main learnings



**BE AWARE OF  
INNOVATION  
ISLANDS**

**ALWAYS MAKE A  
BUSINESS CASE.  
ALWAYS!**

**TO PILOT  
OR NOT TO  
PILOT?**



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