



The Savvy Corporate Innovator: Key Strategies to Get Your Big Idea Funded in 30 Days (Paperback)

By Dorian K Simpson

Kingsley Publishing Group, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Are you an innovator seeking funding for your big ideas in the corporate setting? Innovation starts with ideas. However, many innovators have great ideas, but fail to get project funding for even the most promising opportunities. Why? They fail to meet the needs of notoriously risk-averse executives. Words are heard - you must present a business case with market analysis, customer research, revenue forecasts, etc. - but innovators often struggle to build proposals that executives find compelling enough on which to stake corporate funds and their reputation. The Savvy Corporate Innovator provides an insider's view of how innovators can succeed in complex corporations and successfully pass the ultimate test for funding, the executive inquisition. Through Simpson's twenty years of working with dozens of large (E.g. IBM, ATT, Motorola, Tyco) and small companies as well as managing hundreds of innovation projects, he shares the secrets of selling ideas to those who control the resources. Using compelling stories, dialogs, and extended case studies, he systematically addresses the challenges innovators face when seeking support and funding for their big ideas. By using...



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