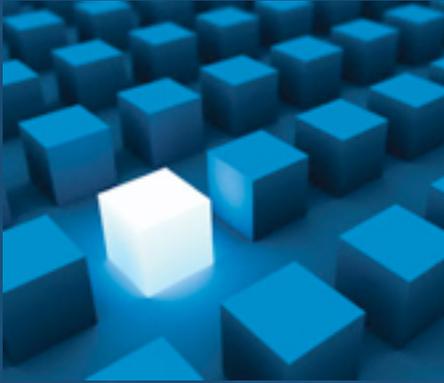# Pretotyping @ Work

*Innovate like a startup, go to market like a grownup.*

*A one day, hands-on, workshop on pretotype-driven innovation; designed specifically for established companies that want to accelerate their rate of <u>successful</u> innovation.*

*"Make sure you are building the right 'it' before you build 'it' right."*

Alberto Savoia
author of
*Pretotype It*

## Pretotyping

Pretotyping, an approach to innovation developed and perfected at Google, will dramatically increase your rate of innovation while greatly improving your odds of market success.

Why do you need pretotyping? The biggest challenge in innovation is not coming up with new ideas; it's identifying which of those ideas will be successful in the market. Pretotyping can help you save millions wasted in perfecting and bringing innovative, but unsuccessful, products to market.

## Stanford University, Palo Alto, California.

### Tuesday, June 19, 2012

Join us on the beautiful Stanford campus for an intensive, immersive and hands-on experience that will revolutionize the way your company approaches innovation.

*"You are going to love the pretotyping workshop! It completely energized the team – ideas became reality only hours/days after the conclusion."*  Mike Jones, Google Inc.

## Program Highlights

‣ Learn the theory, tools and applications of pretotyping from the team that developed and perfected it.
‣ Learn and apply objective and quantifiable innovation metrics.
‣ Practice pretotyping on dozens of scenarios.
‣ Learn how large and established organizations use pretotyping techniques to help them innovate at the speed of startups.

See next page for the full workshop program.

# Workshop Outline

## Morning Session

**Introduction to Pretotyping – The importance of finding *the right 'it'***
The objective of pretotyping is to help innovators make sure that they are building the right 'it' before they build 'it' right. The workshop kicks-off with a comprehensive introduction and review of pretotyping theory, techniques and tools.

**Pretotyping in Action – Examples and case studies from the real world**
Learn about the pretotyping techniques behind some of the world's most successful innovation – and how pretotyping could have prevented some of the world's most spectacular business disasters.

**Pretostorming Challenge – Hands-on, rapid-fire pretotyping practice**
In this section you will put what you have learned about pretotyping into practice. We will introduce many diverse ideas for products and services, and challenge you to design pretotypes that can help determine if they are *the right 'it'*.

**The Wheel of Failure – Fail fast, or else**
In this simulation based on actual market data, you will learn and understand – in a visceral and unforgettable way – the limits and dangers of going from idea to product without first pretotyping.

## Afternoon Session

**Neuroeconomics - Decode and Beat 'The Wheel of Failure'**
Baba Shiv, Professor of Marketing at Stanford, will explain the role of human behavior and emotions in shaping buying decisions. You will learn why these human factors play a critical role in the success or failure of innovative products and services.

**RPI - Quantify the economic benefit of pretotyping**
Pretotyping gives you an amazing ROI.  How amazing? Learn about Return on Pretotyping Investment (RPI), a method for quantifying pretotyping's ROI and compare it against the alternatives. You will be surprised!

**Pretotyping for grownups - How pretotyping drives all forms of innovation**
In established companies, most innovation resources are devoted to optimizing operations and business model choices.  We explain how pretotyping techniques accelerate learning and are as effective for established companies as they are for startups.

**Make It Happen - How to introduce pretotyping into your innovation strategy**
Using examples from other large and successful companies, we describe the best strategies and tactics for integrating pretotyping techniques into your existing growth and innovation strategy.

**Drinks, Discussions and Networking**

# Meet the world-class experts that will lead the workshop

## Alberto Savoia

**Pretype Labs, Founder and Chief Pretotyping Officer**

Alberto is the author of "Pretotype It!" and has given enthusiastically received presentations and hands-on workshops on pretotyping to dozens of companies and thousands of participants.

Before starting Pretotype Labs and focusing on pretotyping full-time, Alberto was Innovation Agitator and Engineering Director at Google where, among many other accomplishments, he led the development and launch of Google AdWords in 2002. He has also co-founded two Silicon Valley startups that have been recognized for their groundbreaking innovations. Alberto was the recipient of *The Wall Street Journal's Innovation Award* in 2005.

## Jeremy Clark

**FXX Inc., CEO and co-creator of pretotyping**

Jeremy has coached business leaders through many innovation and growth strategy projects, and has helped to create hundreds of millions of dollars in new wealth from innovative products and services. Mature innovation approaches such as R&D labs and NPD are important, but have limitations. Jeremy developed pretotyping with Alberto Savoia to introduce agile innovation techniques to complement more traditional approaches.

Jeremy delivers pretotyping talks and hands-on workshops at conferences and corporations. He was a Principal at Strategos, the firm founded by strategy and management expert Gary Hamel, and currently runs his own practice, FXX.

## Special Guest Speaker: Baba Shiv, Ph.D.

**Stanford University, Professor of Marketing and Director of the Strategic Marketing Management Executive Program**

Baba Shiv's research is in the area of neuroeconomics. His work has predominantly focused on the role of the brain's liking and wanting systems in shaping buying decisions.

In his academic career spanning more than 18 years, Professor Shiv's research has won numerous awards including most recently the William O'Dell award for an article that made the most significant, long-term contribution to marketing theory and practice.

www.pretotypelabs.com
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# Who should attend *Pretotyping @ Work*

Pretotyping increases the rate of innovation and, more importantly, it dramatically increases the rate of *successful* innovation.

This workshop is designed for thought-leaders and executives of established companies who are looking for a proven approach to help them unlock and unleash their organization's **full innovation potential**.

## What people are saying about pretotyping workshops and seminars

The following is feedback from some of the participants who have attended earlier versions of this workshop at Google and at Stanford:

*"Your workshop made me take a step back and rethink our approach to innovation - the time was invaluable!"*

*"My team uses [pretotyping] extensively. It has had a big impact on our ability to fail fast and execute faster."*

*"Alberto's presentation made a real difference in how we all think about innovation ... the positive impact has been tremendous."*

*"Your seminar on Pretotyping at the Stanford Graduate School of Business was nothing short of inspirational. Our Stanford GSB students are raving about your presentation."*

*"Your pretotyping workshop has honestly been a pivotal hour in my career because it has had practical implications, not just theoretical."*

*"To this day, the VPs who were at your pretotyping presentation keep referring to your talk!  They were transformed."*

*"Alberto is simply a genius to hear from and has an enjoyable personality to deliver his ideas ... my CFO said, the whole trip was worth it just for his section alone."*

## REGISTER NOW!

**Because this workshop is designed to be hands-on,
registration is limited to a maximum of 20 participants.**

## $495 per participant

**Email to info@pretotypelabs.com for
additional information or to reserve a spot.**