_Innovation & Intrapreneurship

Abrao Kulaif | Week 11
Principles of Management | 2025

NOVA SCHOOL OF
BUSINESS & ECONOMICS

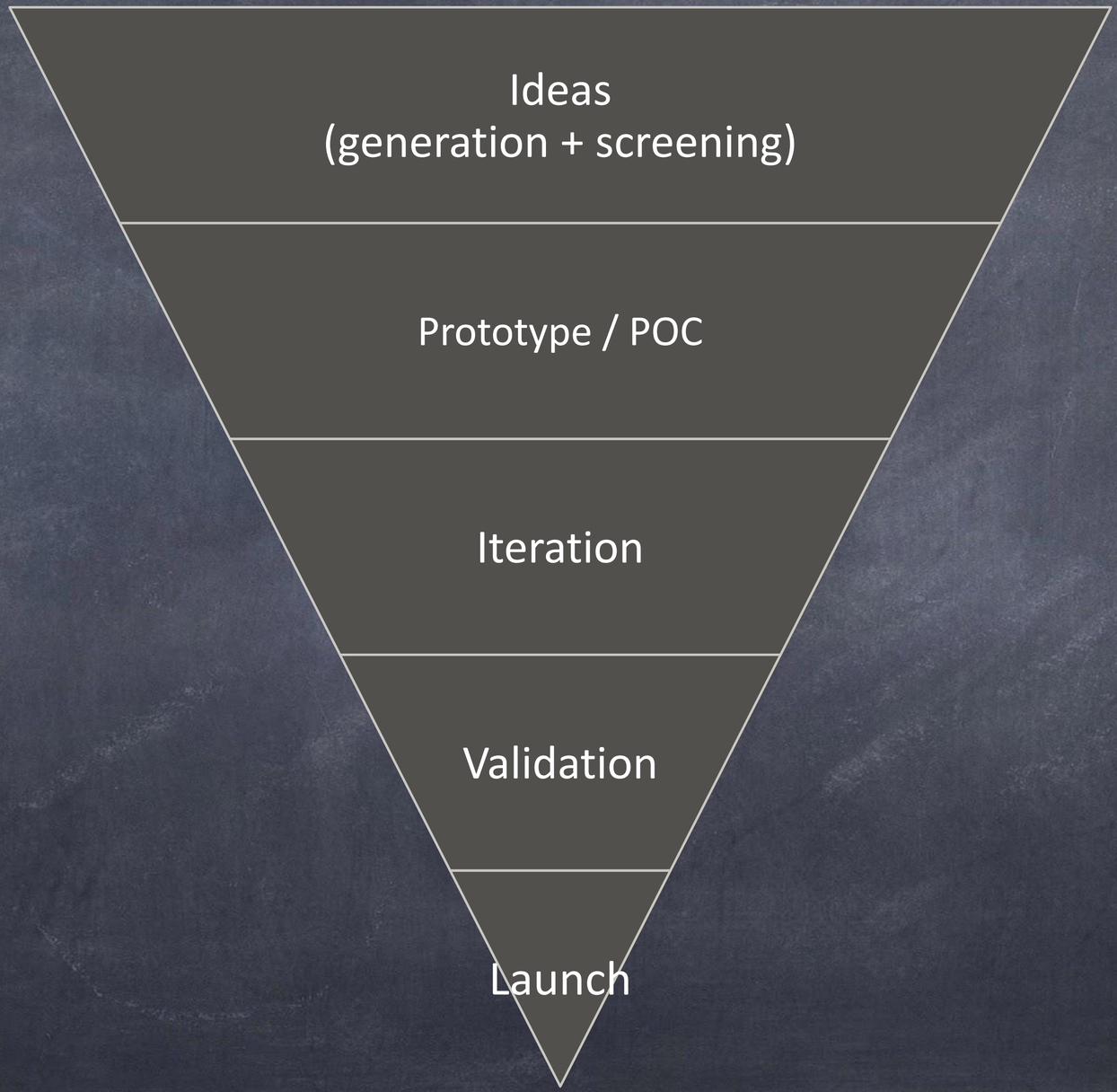
To recap

- ✔ Competitive advantage
  (cost leadership, differentiation, focus)
- ✔ Economies of scale and (dis)economies of scale
- ✔ Economies of scope

_innovation

https://www.youtube.com/watch?v=NugRZGDbPFU

_innovation funnel



_innovation

_innovation

Innovation is a multifaceted and dynamic concept that encompasses the **creation**, **development**, and **implementation** of **novel ideas**, processes, products, or services to bring about positive change and value. It involves transforming inventive ideas into practical and valuable solutions that address specific needs, challenges, or opportunities.

_innovation

Types of innovation:

- ✔ Closed
- ✔ Open

_*closed innovation*

Vertical integration in which innovations are developed exclusively internally.

_closed innovation

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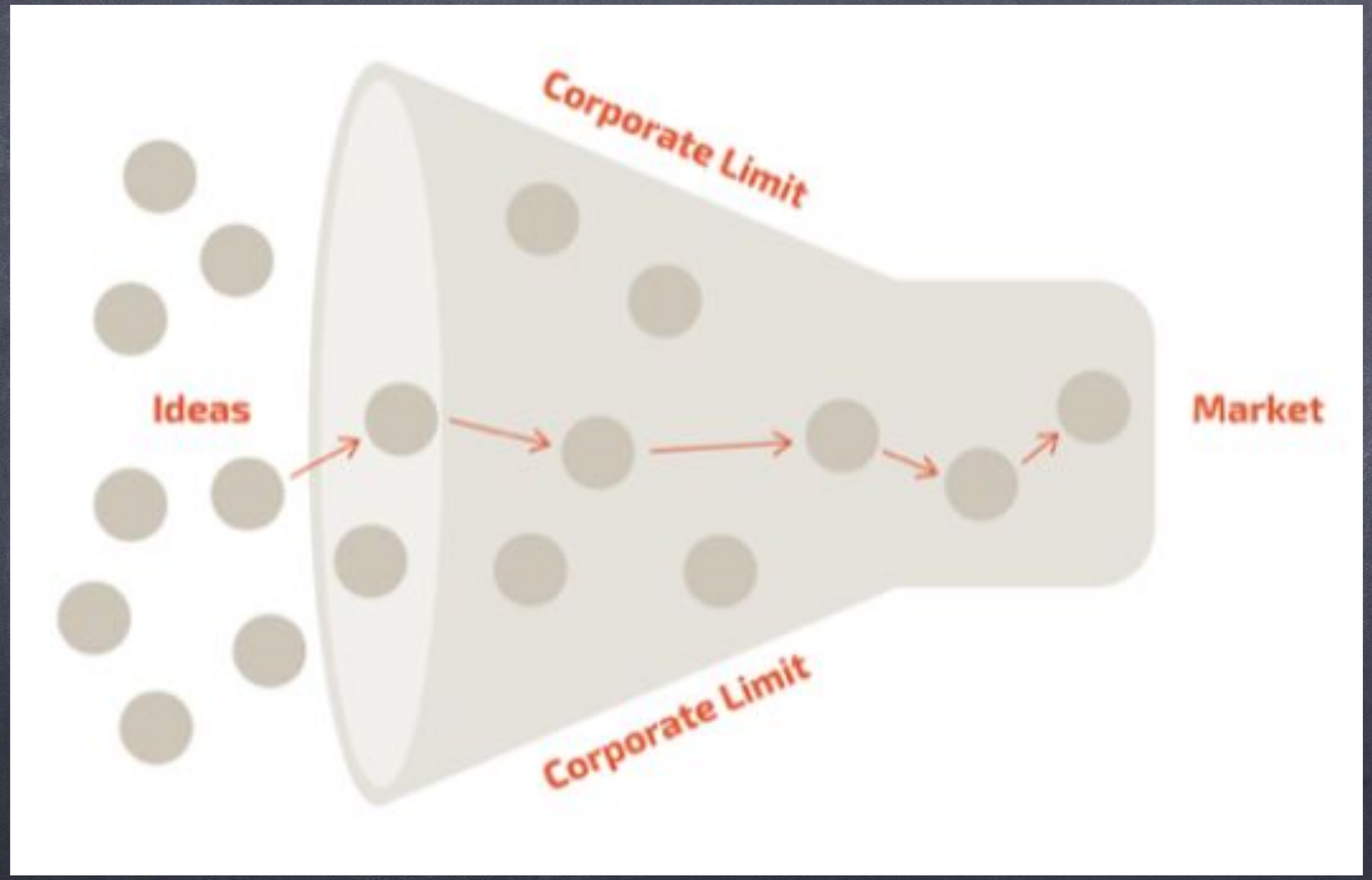

_open innovation

No matter how effectively a company operates internally, the external knowledge networks and knowledge communities are relevant to the development of innovations.

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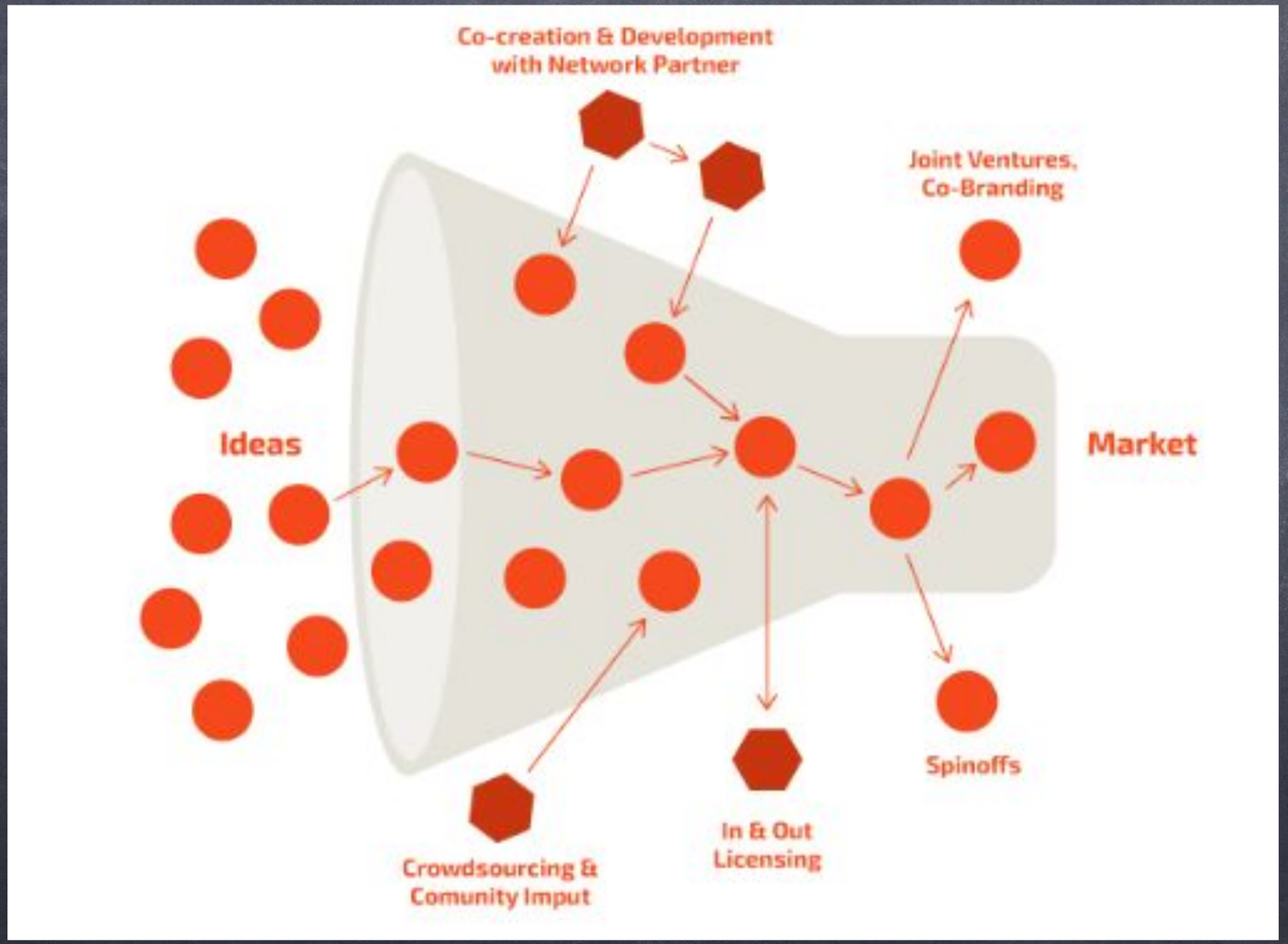
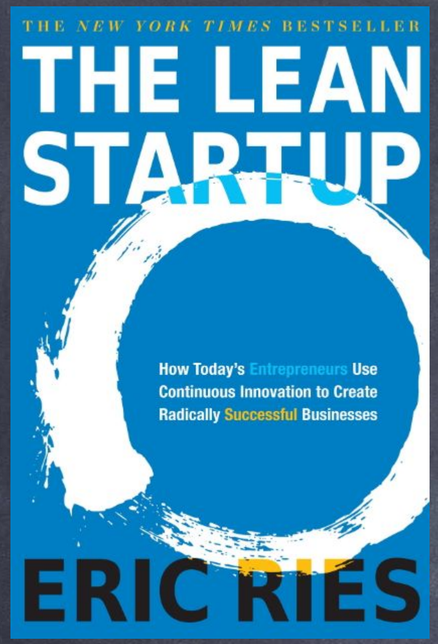


_lean startup



- ✔ Book from 2011
- ✔ Written by Eric Ries
- ✔ Changed the way and perception of how new technology businesses were born and designed

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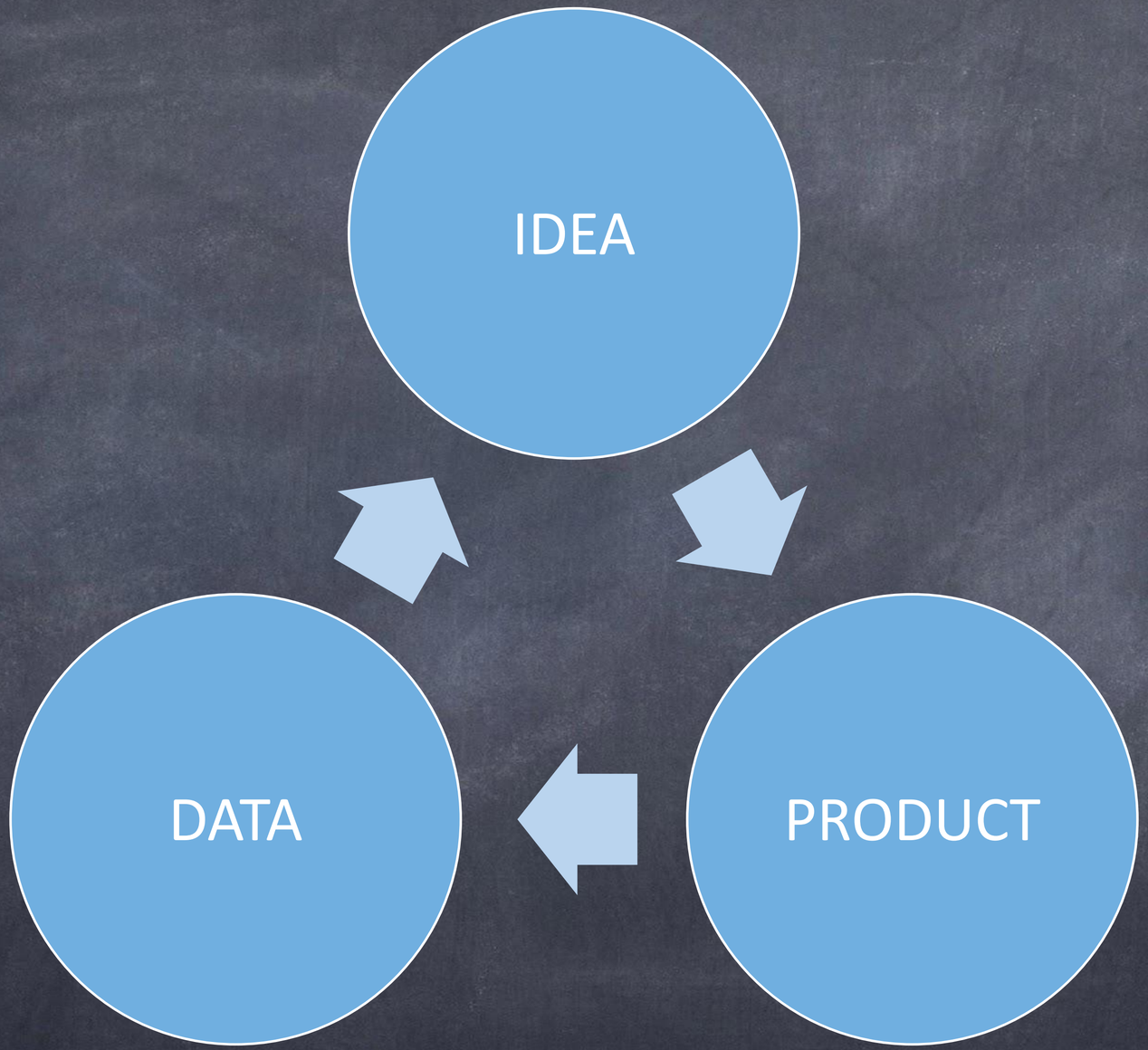

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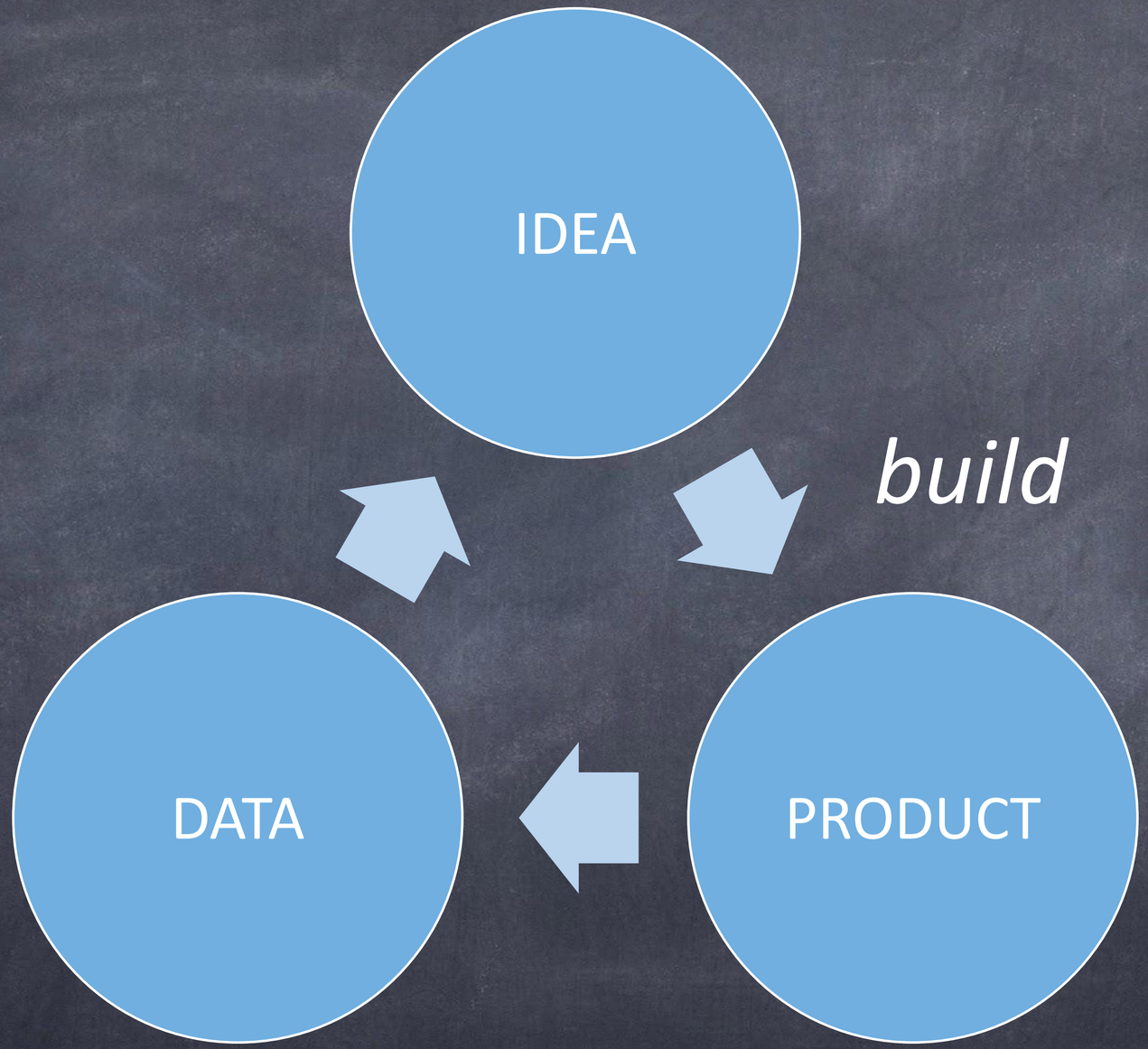

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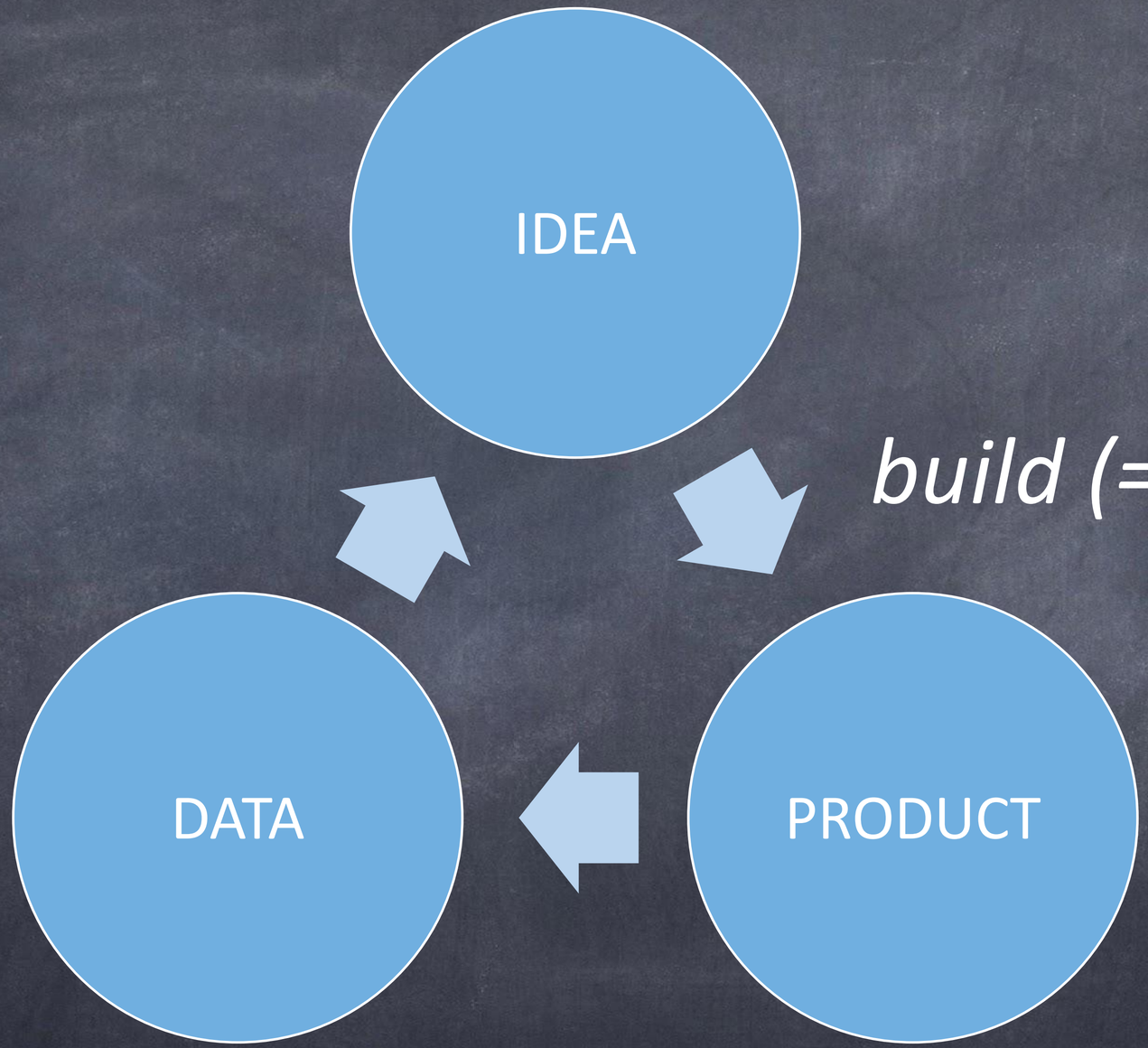

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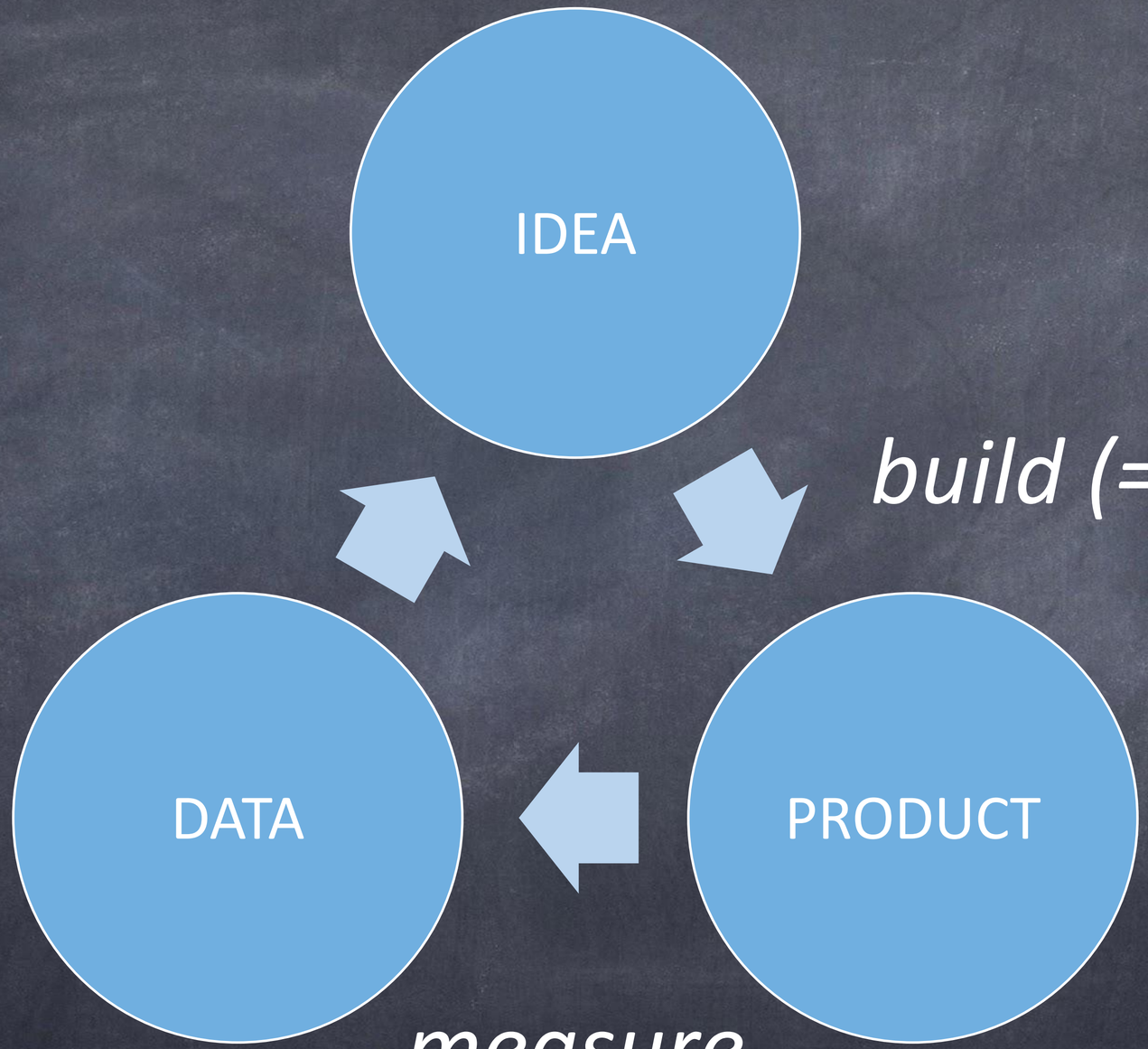

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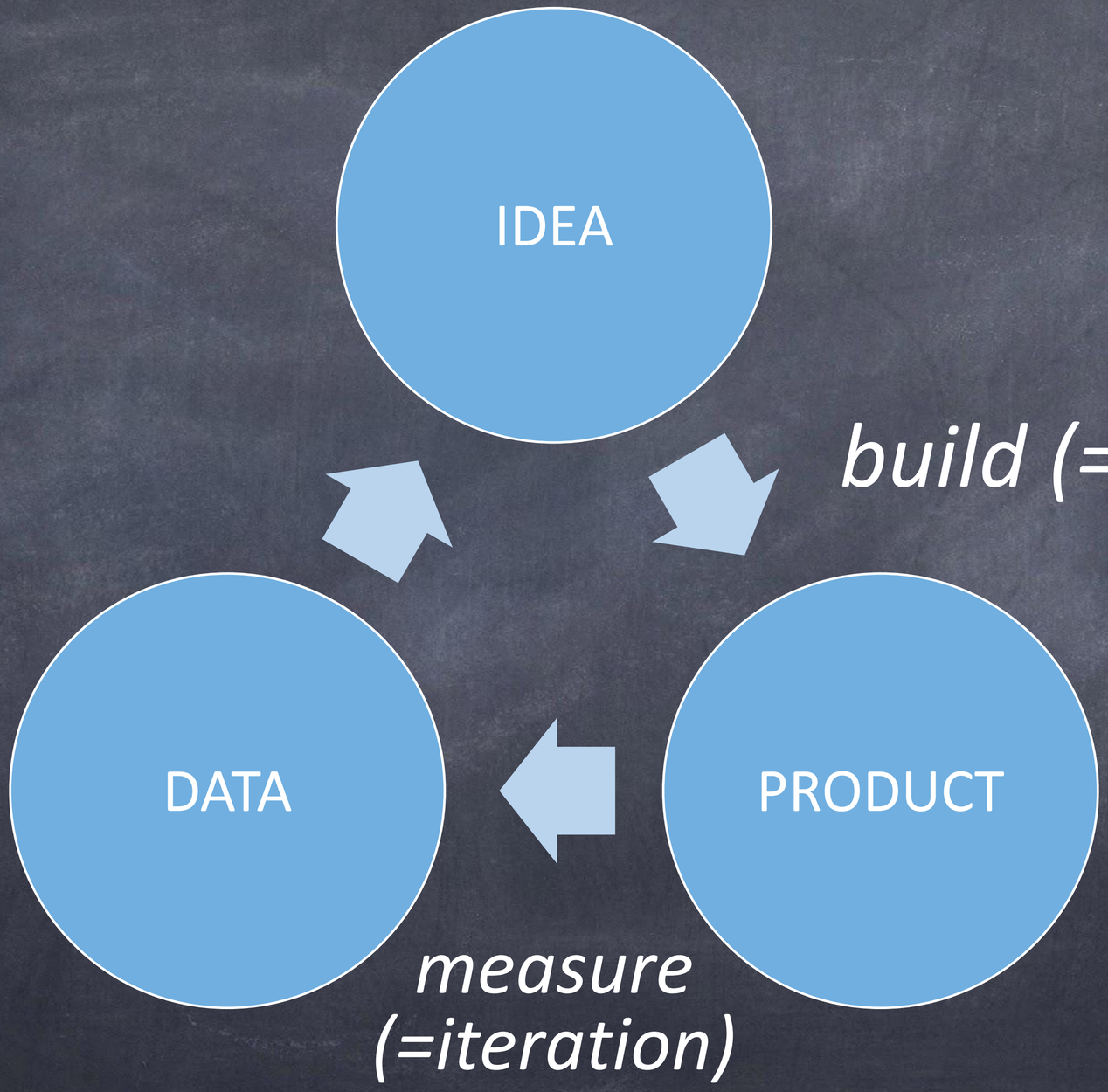

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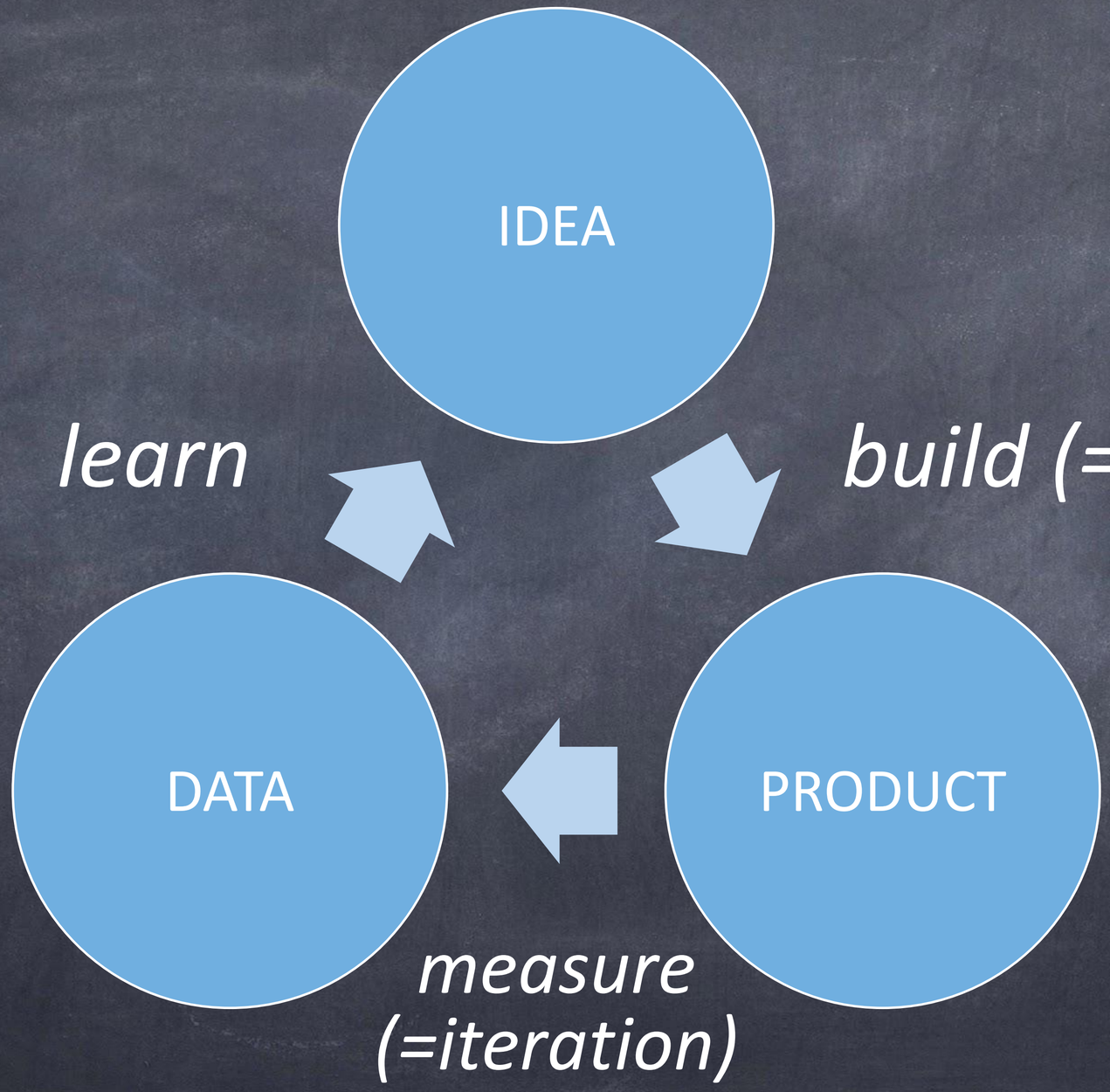

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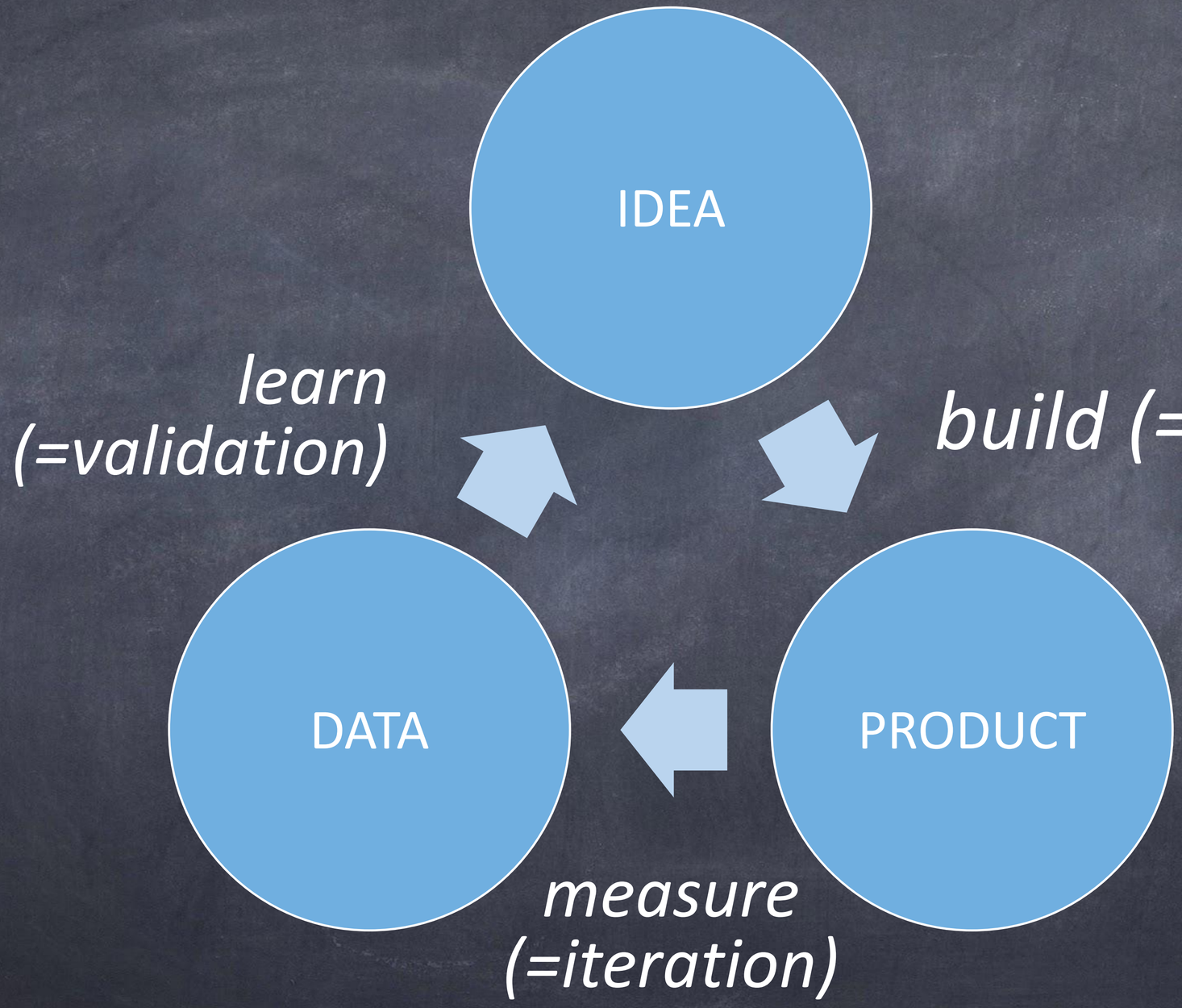

_intrapreneurship

_*intrapreneurship*

Intrapreneurship refers to the cultivation of an **entrepreneurial mindset** and behaviours within an established organization. Intrapreneurs are employees who act as entrepreneurs within a company, driving innovation, taking risks, and developing new ideas or projects to enhance the organization's growth and competitiveness.

Innovation & Intrapreneurship in practice: “Google 20% time”

_intrapreneurship

Innovation & Intrapreneurship in practice: “Google 20% time”

✔ Employees allowed to dedicate 20% of their time to pursue projects that fell outside their official job description

_intrapreneurship

https://youtu.be/QMW8ZsXxOKw

_corporate incubators

Internal units or programs within established corporates designed to nurture and accelerate the development of innovative ideas and startups.

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- ✔ Resources
- ✔ Mentorship
- ✔ Network
- ✔ Cross collaboration

Microsoft

_corporate incubators

Microsoft

_corporate incubators

The Garage is a program that drives a culture of innovation. We deliver programs and experiences to our employees, customers, and ecosystem that drive collaboration, creativity, and experimentation.

_corporate incubators

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Through the Disney Accelerator, select companies will gain access to the range of creative expertise and resources of The Walt Disney Company to help them develop new entertainment experiences and products.

_corporate incubators

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IBM Alpha Zone accelerator offers a 6-month professional and deep immersion program for the purposes of developing solutions for the enterprise market. The program focuses on post Seed & Round A funded companies with the aim to create long term Technology and Business partnership with IBM worldwide.

To come:

- ✔ More on innovation

See you on next session :)