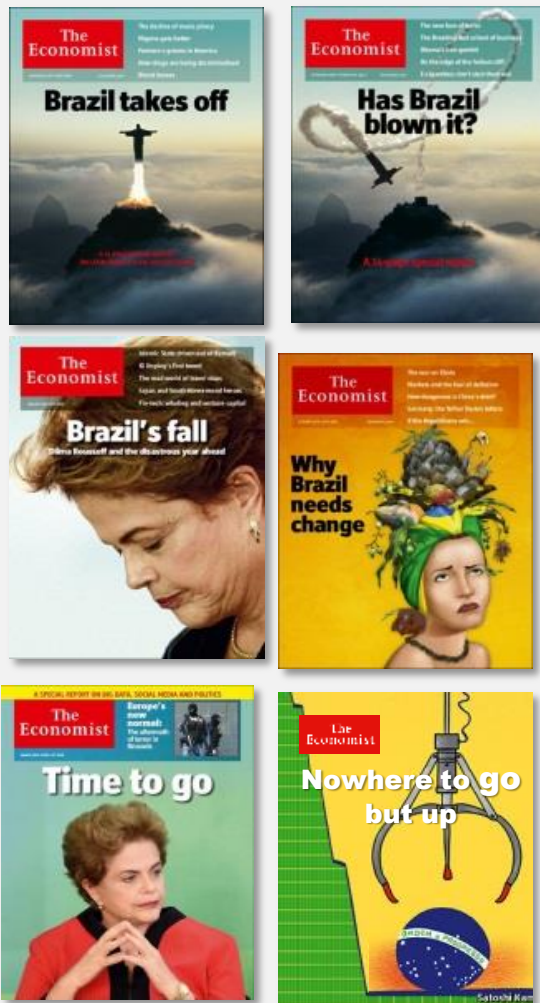


WELCOME TO SILICON VALLEY INSTITUTE FOR BUSINESS INNOVATION

André C. Alves, Director



O que vem pela frente?



Desafios e Oportunidades

- Ajuste interno e parcimônia
- Reposicionamento e busca por novos mercados
- Mundo em Crise
- Busca de Estabilidade Institucional e Confiança
- Dinamização da Economia!
- **Momento pra PENSAR E AGIR! em busca de INOVAÇÃO**

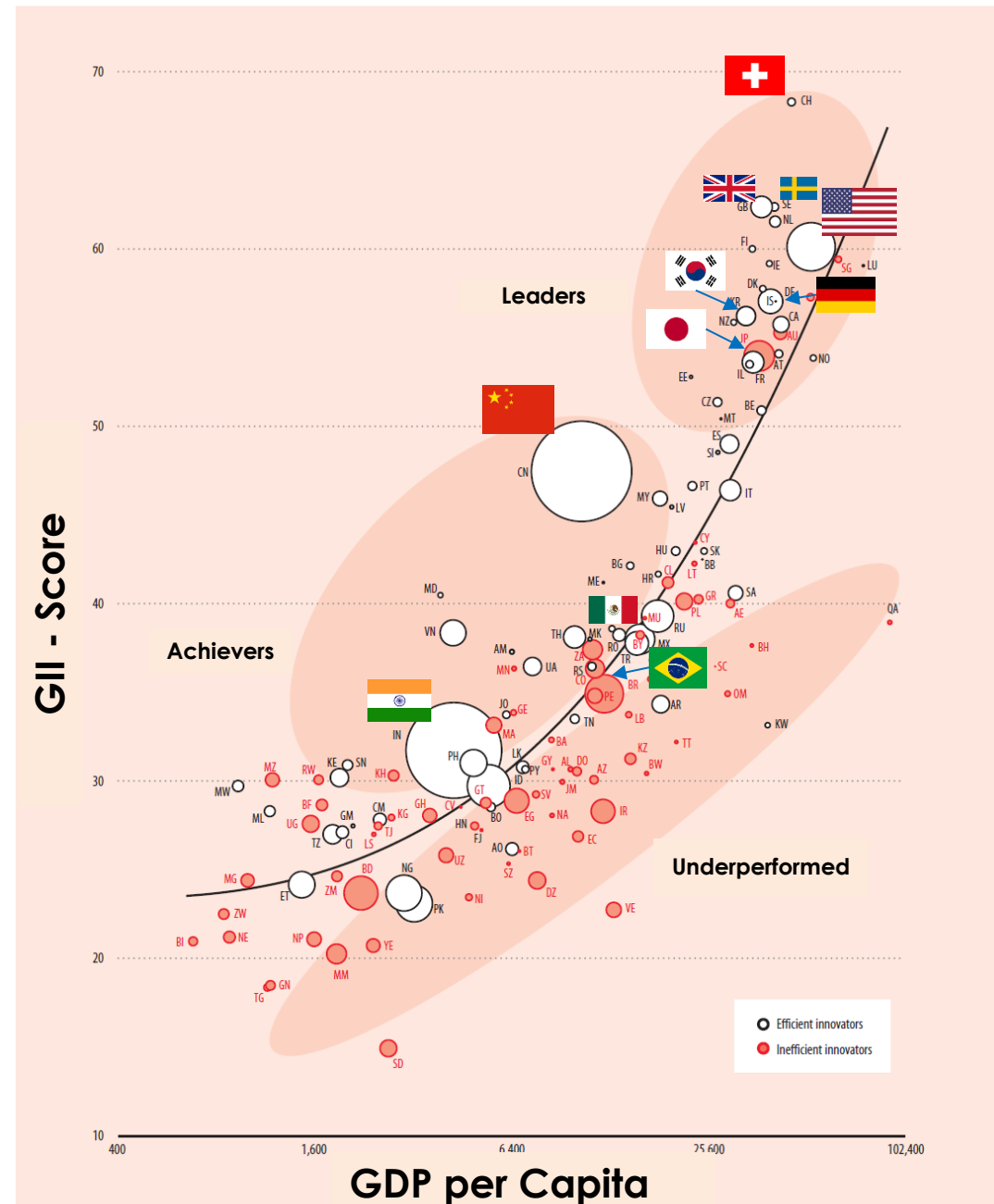
Global Innovation INDEX 2015

Latin America and the Caribbean:

Untapped innovation potential

When reviewing the performance of regions at the pillar level it becomes evident that each has its own strengths. Latin America and the Caribbean is an example where these strengths are latent, yet innovation has still not reached desired levels. In this region, Brazil, Argentina, and Mexico—three of the world largest economies based on their GDPs—stand out as economies performing above the region's GII average. Yet none have been signalled as innovation achievers, while smaller nations such as Costa Rica and Guyana have reached this category in the past (see Box 4).

Figure 3: GII scores and GDP per capita in PPP\$ (bubbles sized by population)



Note: 'Efficient Innovators' are countries/economies with Innovation Efficiency ratios ≥ 0.71 ; 'Inefficient innovators' have ratios < 0.71 ; the trend line is a polynomial of degree three with intercept ($R^2 = 0.739$).

TOP 15 do Brasil



Bradesco



embraco

ambev



L'ORÉAL

Braskem

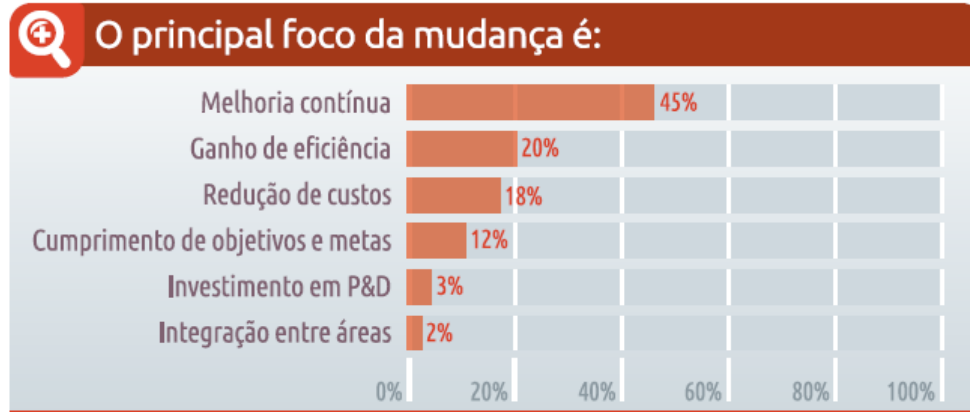
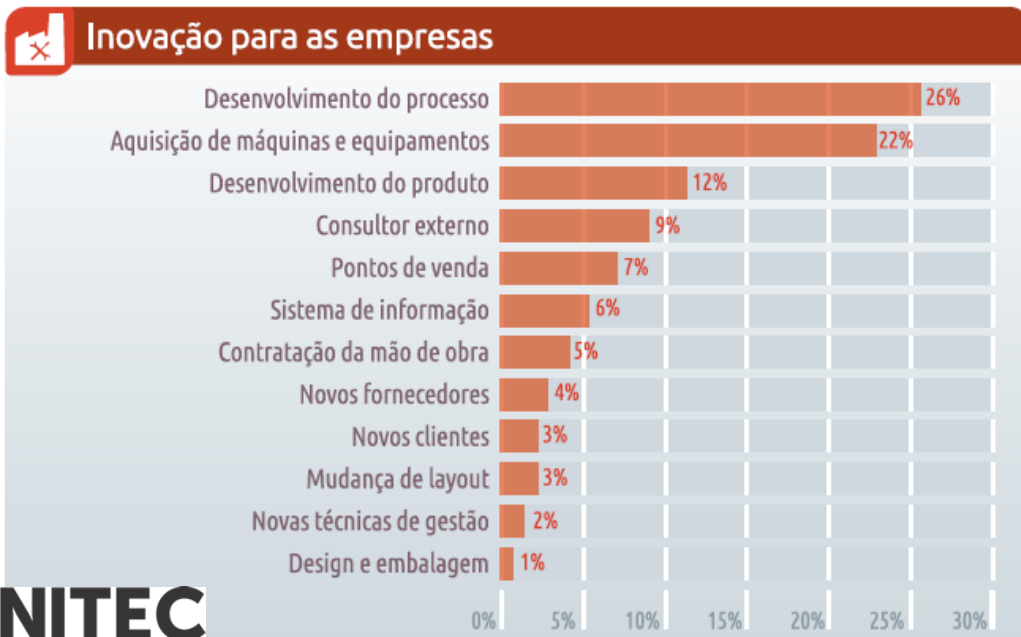


PETROBRAS

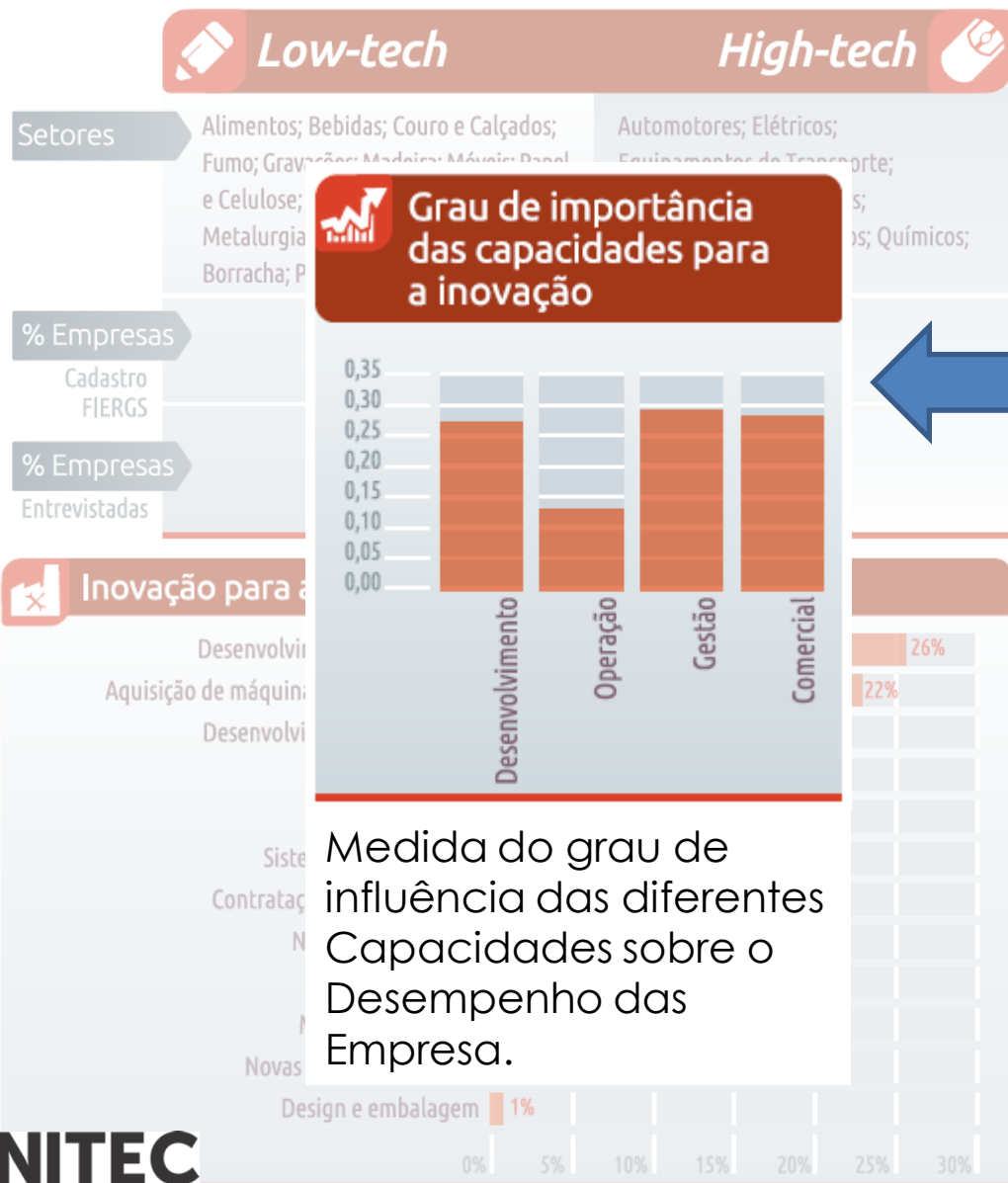


NO ENTANTO, INOVAÇÃO NÃO É A REGRA NO BRASIL (1/2)

	 Low-tech	High-tech 
Setores	Alimentos; Bebidas; Couro e Calçados; Fumo; Gravações; Madeira; Móveis; Papel e Celulose; Têxteis; Vestuário; Metalurgia; Não Metálicos; Plástico e Borracha; Produtos de Metal; Refinarias.	Automotores; Elétricos; Equipamentos de Transporte; Manutenção de Máquinas; Máquinas e Equipamentos; Químicos; Eletrônicos; Fármacos.
% Empresas Cadastro FIERGS	79,51%	19,49%
% Empresas Entrevistadas	74,4%	25,6%



NO ENTANTO, INOVAÇÃO NÃO É A REGRA NO BRASIL (2/2)



UMA OPORTUNIDADE E UM CONVITE!

SILICON VALLEY INSTITUTE FOR BUSINESS
INNOVATION

O QUE É

- **UM INSTITUTO** dedicado a inovação no coração do Vale do Silício.
- **UM PROGRAMA** exclusivo para empresas com foco em inovação
- **UMA “INNOVATION JOURNEY”** com as principais lideranças do pensamento em inovação
HARVARD, MIT, STANFORD, INSEAD, LONDON BUSINESS SCHOOL, UC BERKELEY

ENGAGE-SE COM WORLD-CLASS INNOVATION EXPERTS



DANIEL DIERMEIER

Dean, University of Chicago Harris School of Public Policy & Emmett Dedmon Professor of Public Administration



DAVID J. TEECE

Thomas W. Tusher Professor in Global Business, UC Berkeley's Haas School of Business



CHARLES O'REILLY III

Frank E. Buck Professor Of Management, Stanford Graduate School of Business



CLAYTON M. CHRISTENSEN

Kim B. Clark Professor of Business Administration, Harvard Business School



SCOTT STERN

David Sarnoff Professor of Management, Chair of the Technological Innovation, Entrepreneurship, & Strategic Management Group, MIT Sloan School of Management



JEFFREY PFEFFER

Thomas D. Dee II Professor of Organizational Behavior, Stanford Graduate School of Business



MICHAEL L. TUSHMAN

Paul R. Lawrence MBA Class of 1942 Professor of Business Administration, Harvard Business School



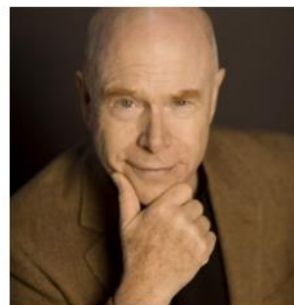
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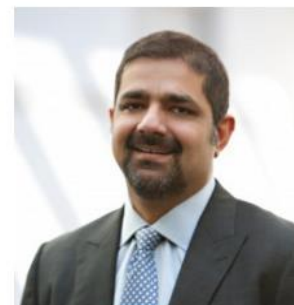
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KARIM R. LAKHANI

Associate Professor of Business Administration, Harvard Business School



ANNIKA STEIBER, PHD

CEO of Innogy & Author of 'The Google Model- Management for Continuous Innovation in a Rapidly Changing World'

QUEM DEVE PARTICIPAR

- **EQUIPES DE EXECUTIVOS** de ATÉ 3 PESSOAS responsáveis por pensar a estratégia e inovação nas empresa.

O FORMATO

- **KICK-OFF** (setembro-dezembro): levantamento das demandas da empresa e customização do programa.
- **3-DAY “Un-Conference”** (10 a 12 de JANEIRO, 2017) em Mountain View, CA.
- **12 Month-Journey:** para Elaboração e Implementação do Plano de Inovação.

ANDRÉ CHERUBINI ALVES, DIRECTOR

Email: andre@svibi.com

André has a Ph.D. in Management of Technology and Innovation at the Innovation Research Center in Brazil (NITEC). He had been a Visiting Research Scholar at the Institute for Business Innovation at UC Berkeley under the supervision of David Teece. Andre has accumulated eight years of experience on innovation research and consulting in different industrial sectors in Brazil. His Ph.D thesis focuses on the dynamics of industrial organization in the Shipbuilding and Offshore Sector. His research and professional interests are: innovation and dynamic capabilities of the firm, technological interfaces and industrial organization dynamics.

JÚLIA D HERRMANN, DIRECTOR

Email: julia@svibi.com

Júlia D Herrmann is a Ph.D Candidate in Business Strategy. In the past fifteen years, Julia has been working in the design of HR business solutions to large multinational companies, especially in the automotive, mining and metals sectors. She has also experience in helping Brazilian companies to succeed when implementing strategies towards to the global arena from the people perspective. Julia used to teach people management to graduate students. She holds Master and Bachelor Degree in Business Administration and her fields of interests are: business model innovation, dynamic capabilities and entrepreneurship.



Junte-se ao SViBi

Obrigado

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