

INNOVATION AS THE CATALYSIS OF GROWTH

By AlexLyhovez (MBA)



Discover

"Innovate or die." – Peter
Drucker

01

**Innovation for
Problem-Solving**

02

The Innovation Equation

03

**Israeli Approach to
Innovation**

04

Embracing Innovation



Alex Lyhovez (MBA)

Visionary entrepreneur, tech leader, and global business developer, driving digital transformation and international success.



CIVITTA

Valigara

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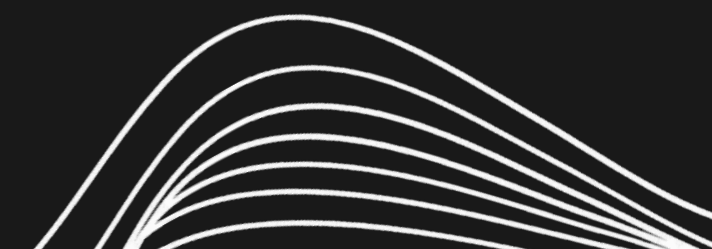
רשות החדשנות
Israel Innovation
Authority

CSMART
By CALCALIST



{TECH}·IL

מכון
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Hit
50
YEARS



01

What is Innovation?

Why Innovate?

**What Are The 5 Levels
of Innovation?**

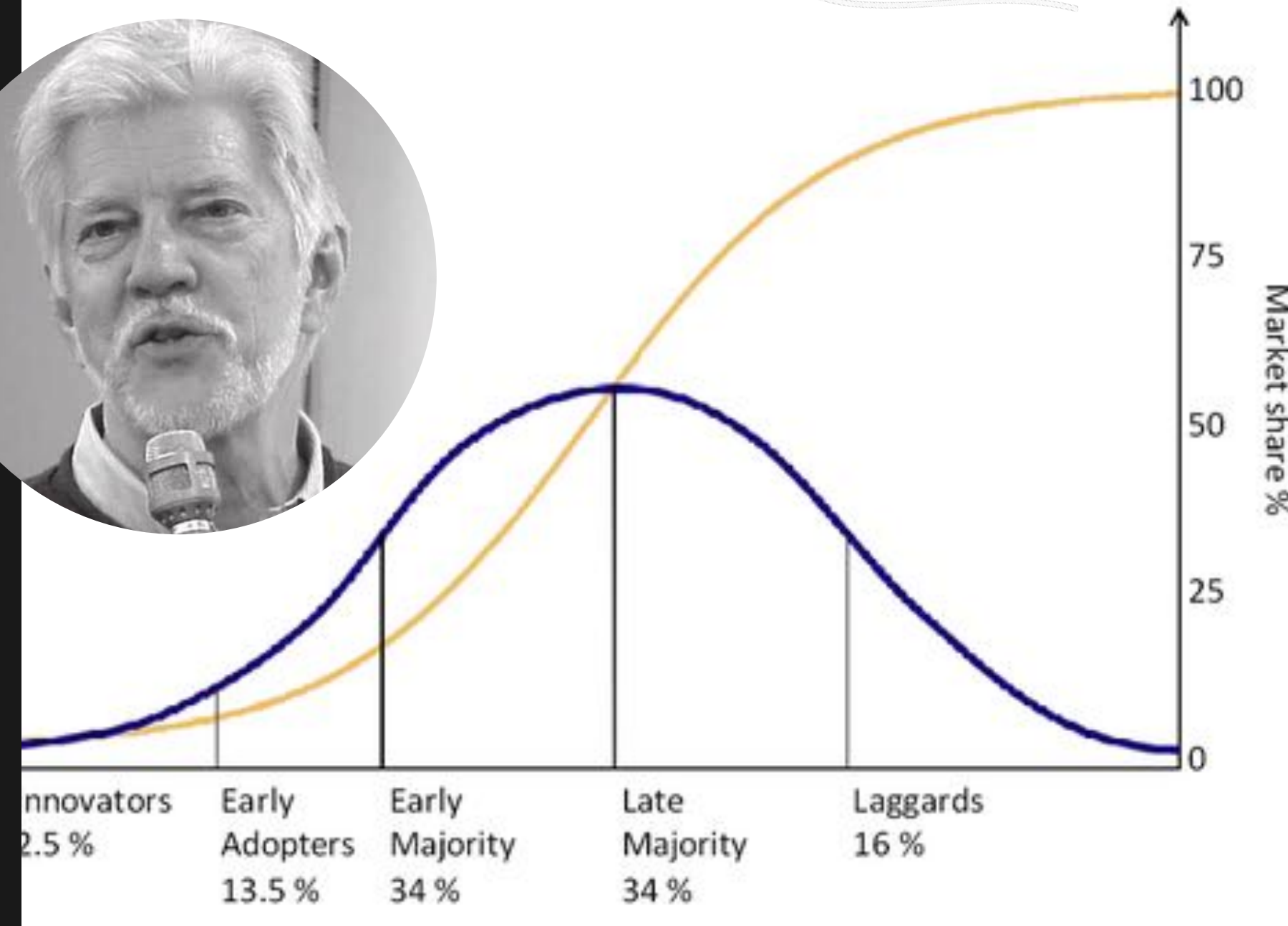
Innovation for Problem-Sol ving



"An idea, practice, or object that is perceived as new by an individual or other unit of adoption"

– Everett Rogers. ("Diffusion of innovations")

What Is Innovation?



INNOVATION AS A WAY OF THINKING

Innovative Thinking: Creating something new beyond traditional patterns.

Generate New Ideas: Think outside the box.

Act Differently: Embrace unique approaches.

Novel Solutions: Solve problems with fresh perspectives.





How do you solve a Milion Doller Problem with a simple, innovative solution?

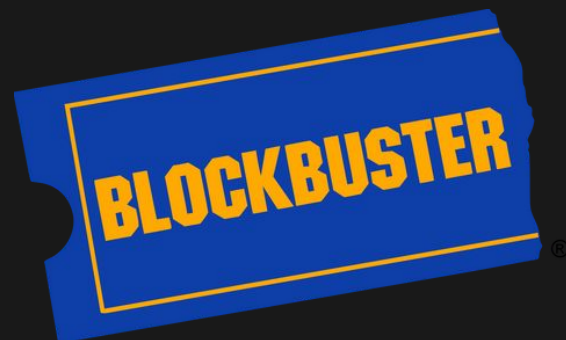


**Innovation Doesn't
Have To Be Expensive**



WHY INNOVATE?

- Gain Competitive Advantage VS Stagnation.
- Drive Business Growth VS Irrelevancy.
- Adaptability VS Inflexibility.



- **Level #1:** Simple Improvement
- **Level #2:** Technical Contradiction Resolution
- **Level #3:** Physical Contradiction Resolution
- **Level #4:** New Technology Development
- **Level #5:** Discovery of New Phenomena

- Genrich Altshuller. (TRIZ)

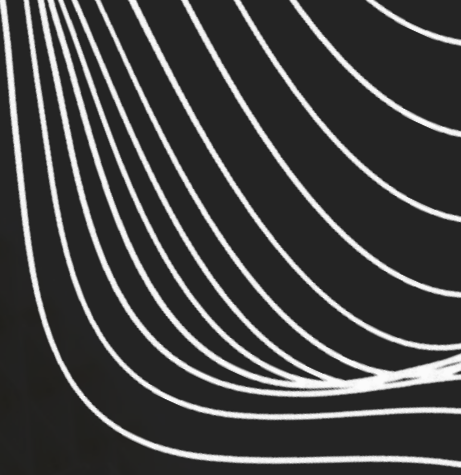
What Are The 5 Levels of Innovation?



$$E = mc^2$$

02

The Innovation Equation



INNOVATION EQUATION:

$$\text{Innovation} = \frac{(C \times R \times Co) \times I}{Im}$$

- Creativity (C):
- Resources (R):
- Collaboration (Co):
- Implementation (I):
- Impact (Im):





03

Israeli Approach to Innovation



OVERVIEW:

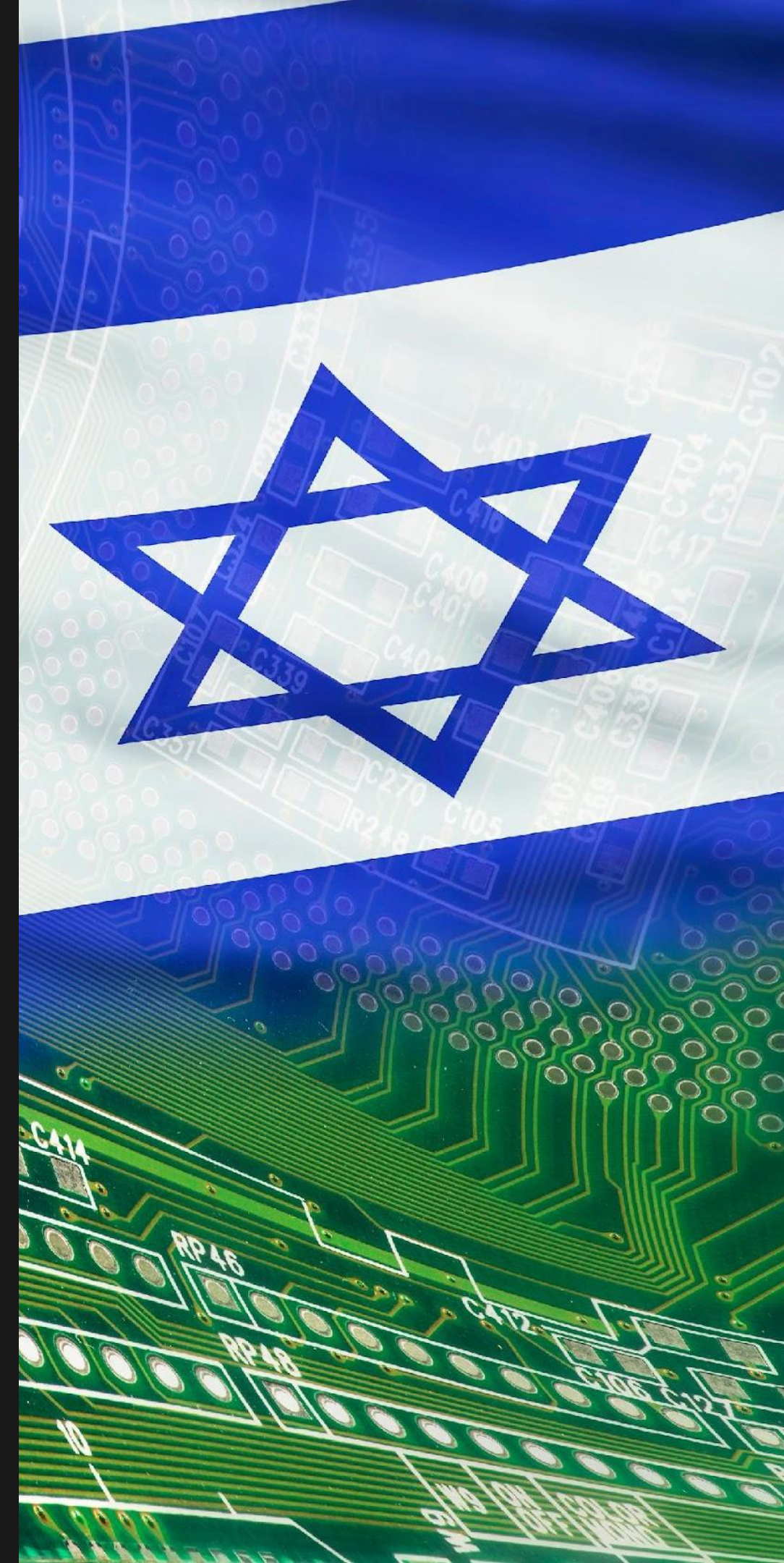
High Startup Density – #3 on world index, with over 6,000 active startups.

Strong R&D Investment: Approximately 4.9% of its GDP.

Vibrant Innovation Ecosystem: Accelerators, hubs, institutions, communities.

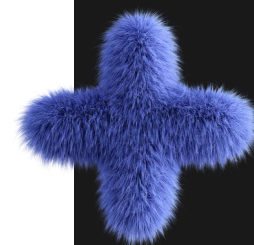
Global Impact: Waze, Checkpoint, Mobileye, WIX, Monday.

Government Support and Policy: Israel Innovation Authority.



What Is The Secret Ingredient?

$$\text{Innovation} = \frac{(C \times R \times Co) \times I}{Im}$$



**Daring, Curious, and
Unafraid to make
mistakes, we have
“Chutzpah,” and we
don’t assume.**





Embracing Innovation



WHAT TO DO? (AND DON'T)

- Education and R&D
- Entrepreneurial Culture
- Infrastructure and Ecosystem
- Enhance Collaboration
- Craft a Vision



Crab mentality, is a way of thinking usually described by the phrase "if I can't have it, neither can you".





THANK

YOU

Questions?

